

CHEMIST & DRUGGIST

The newsweekly for pharmacy

December 15/22/29, 1984

a Benn publication

Six PL (PIs) but problems ahead?

30,000 replies to ABPI ads

ICML MD Mr A. Trotman to retire early

Society to issue ID cards to members

Sussex FPC rapped over Crowborough

Mintel review cosmetics and toiletries

NPA 'Ask your chemist' column 18 months on



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Pharmacists to be issued ID cards Society to use cards as receipt for retention fee in 1985	1060		
ABPI Press campaign brings 30,000 replies Health Minister Kenneth Clarke describes industry response as hysterical	1061		
More PL (PI)s issued by DHSS API refused applications on five products	1062		
Mintel review of toiletries and cosmetics Market shows limited growth — increased competition forecast	1068		
NPA's 'Ask your chemist' column 18 months on Press and public relations officer Tanya Turton reviews progress	1079		
East Sussex FPC rapped by Ombudsman Three out of four of Safeway's complaints over Crowborough upheld	1084		
C&D's Christmas quiz	1088		
Arthur Trotman retires as ICML managing director	1094		
Topical reflections by Xrayser	1063	Business news	1089
Counterpoints	1069	Classified advertisements	1091
Prescription specialities	1074	<i>Chemist & Druggist</i> wishes all subscribers and advertisers a joyful festive season and best wishes for 1985. <i>C&D</i> will next be published on January 5, however a Price List Supplement will be posted out for December 29.	
PSGB Council report	1082		
PSNI Council report	1085		

COMMENT

Coronation Street and parallel importing have nothing in common apart from the ability to generate seemingly never ending story lines. In this week's episode the Department of Health gives out more PL (PI)s but refuses others. The Association of Pharmaceutical Importers is looking at the implications, which could mean further applications being turned down. Has the DHSS slipped a few extra lines into the script without anyone noticing? Meanwhile...The Association of the British Pharmaceutical Industry has responded with hard-hitting and potent publicity against the Government's limited list proposals. Negotiations begin this week which will have a profound effect on pharmacists, the pharmaceutical industry and the NHS. The outcome is anyone's guess.

Much more will be heard of these two stories in 1985, and they are classic examples of the developments that shape community pharmacy. The difference between the two is that in one case community pharmacy had the opportunity to control its future; in the other it is at present no more than one of many parties at the ringside with a vested interest in the outcome. So self-determination of the profession's future is limited. Often community

pharmacy is swept along by changes in legislation, changes in shopping habits, new marketing opportunities and many other areas where it is only one voice among many. This makes it all the more important for each community pharmacist to give his or her support to aims the profession has set itself, be it the image portrayed by the NPA in its advertising campaign and newspaper column (see p1079), or the objectives of the PSNC's Pharmacists Charter.

The Society's new Code of Ethics gives a foundation on which to base professional practice. And of course the Nuffield Inquiry reports early next year. Every major organisation within the profession has contributed, and its is gratifying to see the degree of concord on the direction they envisage pharmacy taking.

The message behind this is that pharmacists must maintain their objectives, notwithstanding the temptation to be sidetracked by topical issues. Otherwise the profession will never achieve the corporate identity enshrined in the logo. The NPA's advertising campaign is beginning to show the benefits of perseverance. Let us hope that more frontline pharmacists come forward in 1985.

Society to issue ID cards to members

Pharmacists will be issued with Pharmaceutical Society membership cards next year, following installation of a computer at the Lambeth headquarters.

The cards will be about the same size as credit cards and made from a thin plastic. They will be white with the Society's new symbol in green and membership details printed in a different colour each year. French navy is the colour for 1985.

One side will carry the member's name, registration number and signature, plus the retention fee expiry date. The other side gives the address and telephone numbers of the Society.

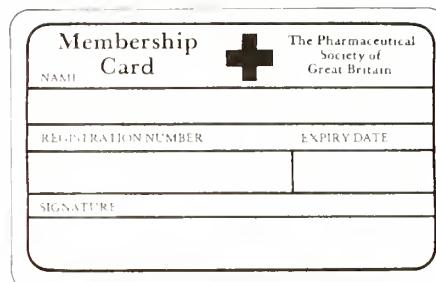
Starting next month, the cards will be issued by way of a receipt when members pay their annual retention fees. Printing the cards in a different colour each year will enable employers to tell at a glance whether a pharmacist is registered. The cards will not replace the Society's membership certificates which will still be required by law to be displayed where a pharmacist practices.

All the Society's registration records for members and premises are now stored on an IBM system 36 computer at the Lambeth headquarters. The hardware and software have cost about £200,000. Since 1974 the records have been kept by an outside agency but last Spring the Council decided than an in-house computer would be more economical and offer a better service.

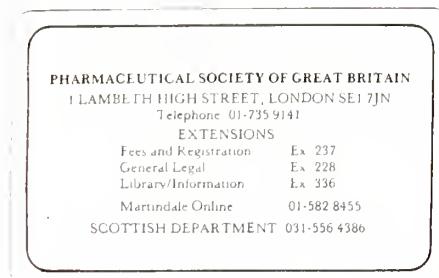
Eighteen terminals, based only in the headquarters building, give access to the information and three printers can issue fee demands, lists of members for branch secretaries, standard letters concerning registration, and for example, letters of acknowledgement for address changes — around 7,000 a year.

Information stored about members

includes date of birth, marital status, branch of the profession, whether working full or part-time, and whether the person has appeared before the Statutory Committee. But in the interests of confidentiality, staff operating the terminals will disclose to inquirers only



The front and back of the new ID card for pharmacists



information that is published in the Society's Register. They will also confirm that a pharmacist has paid his or her fees.

The main way to gain access to the computer information is by membership number and members will be encouraged to carry the card with them at all times so they will have their numbers to hand.

The main register of agricultural merchants and saddlers that the Society will be required to keep from next January will also be stored on the computer. From January 1986 the facility will include a register of millers and compounders.

British Medical Journal, writes: "We should not be satisfied with anything less at a time when our ability to provide a service to patients has been limited by statute and our income from good business practice clawed back."

"Be warned that as our main source of income does not come from the dispensary we most probably will undercut the chemists' prices, and as such the whole Clothier exercise will lie in ruins."

Generics still in HD scheme

The Department of Health is understood to have insisted on keeping generics in the high discount (HD) endorsement scheme that will apply to all dispensed drugs bought at a discount of more than 12 per cent after January 1, 1985.

The Pharmaceutical Services Negotiating Committee had hoped to persuade the Department to exclude generics as their discounts are already accounted for in the Drug Tariff prices. However, from January the HD endorsement must be made for all products bought at a discount greater than 12 per cent off the price in the Drug Tariff or in a current manufacturers' list. The scheme applies to all discounts, including free goods, extended credit and discounts for cash.

Items endorsed "HD" (at one time it was thought the endorsement would be LP) will be discounted by 20 per cent when the scripts are priced at the Pharmaceutical Pricing Authority. The current Drug Tariff scale will apply to all drugs bought at 12 per cent or less.

The PSNC is to send out a newsletter, FPN 378, to contractors in England and Wales by the end of the month explaining the workings of the scheme. No steps have so far been taken to introduce a similar endorsement scheme in either Northern Ireland or Scotland.

NI contractors oppose list

The Pharmaceutical Contractors Committee in Northern Ireland is opposed in principle to the proposed DHSS limited list.

PCC secretary Thomas O'Rourke told *C&D* the scheme was cock-eyed. "If the DHSS insists on the scheme then we will seek to get the list widened and clarified." The Committee met this week after *C&D* had gone to press and the list was on the agenda.

The PCC is to meet with the Pharmaceutical Society of Northern Ireland and the Ulster Chemists Association in the New Year (see p1085) to formulate a joint submission on the list proposal for the Department of Health (NI). They are expected to ask for a meeting with the Minister.

Warning from DDA member

A member of the Dispensing Doctors Association has warned that, should the "limited list" become effective, the dispensing doctors will insist on the right to sell drugs directly to patients.

Dr John Clayden, in a letter to the

ABPI campaign brings solid public response

The Association of the British Pharmaceutical Industry has received nearly 30,000 replies in response to its newspaper campaign opposing the Government's limited prescribing list. Over 100,000 replies are expected by the end of the week after the advertisement appeared in last week's Sunday papers.

"A significant number of replies are indicating they are from elderly people who resent what is happening," ABPI spokesman Peter Lumley told *C&D*. He also reports an encouraging response from MPs of all parties. Both Labour and SDP are to officially oppose the proposals.

Twenty two MPs have signed a Commons motion, tabled by Conservative MP Mrs Ann Winterton, opposing the introduction of a limited list. The motion says doctors should be allowed to prescribe whatever they feel most appropriate. The implications of the proposals are such that they should not be implemented, it says. An amendment from Mr Laurie Pavitt advocating generic substitution has been signed by 18 MPs.

The proposals are resulting in the highest number of Commons questions tabled on a single issue in recent times.

The ABPI was meeting the Department of Health for the first time over the proposals on Wednesday as *C&D* went to Press. A meeting of the chief executives of member companies is to be held on Tuesday to determine future action in the light of the meeting with the Department, including the possibility of more publicity.

"With the major medical groups and the Pharmaceutical Society all publicly objecting to the proposals, the Government must now realise the political implications of a limited list," says Mr Lumley.

Riker Laboratories and Upjohn have joined the pharmaceutical companies responding publicly to the proposals. Upjohn warn that it will take full part in the consultative process and will thoroughly review its own plans for continued development in the UK.

The ABPI would not comment on a report in the *Sunday Telegraph* that in return for accepting a further cut in target profit under the Pharmaceutical Price Regulation Scheme the industry would be granted a five year moratorium on cuts.

The article says a senior Minister has



confirmed that the Government wants a "fairly drastic reduction" in profit levels. He forecasts that more feathers would fly over the cutback in profit levels than over the limited list.

The Government are also reported to be preparing their own campaign, in response to the ABPI, to persuade the public and GPs that the limited list will contain safe and adequate drugs.

Clarke hits back

Kenneth Clarke, Minister for Health, speaking at the Institute of Chartered Secretaries and Administrators' annual dinner on Wednesday, said the reaction from vested interests to the proposals had been close to hysterical.

"The Pharmaceutical industry is spending hundreds of thousands of pounds on alarmist and misleading advertising opposing the scheme. It is tactics of this sort which have brought the industry's promotional activities into such disrepute. Now the BMA are advising family doctors to spread a distorted view of the scheme to their patients. That cannot be in anybody's interest. The fact is that we are taking a simple and limited step to cut out wasteful and expensive use of some of the most minor drugs on the markets.

"I simply do not see why the NHS should pay for every product which every manufacturer puts on the market, whatever the cost," he said.

Replying to questions in the Commons, the Minister said: "We do not intend to provide a direct generic equivalent to every branded product. Instead, an adequate range of effective, low-cost generic products will be available."

The Minister said 16 drug companies affected by the proposals had made written representations to the Government. Letters had also been received in support of the limited list, mainly from doctors. Further comments should be addressed to: Branch FPS1A, DHSS, Room 618, Eileen House, 80-94 Newington Causeway, London SE1 6EF.

No compromise on prescribing

Doctors will not have to disclose their diagnoses on FP10s when prescribing branded products for indications not controlled by the limited list.

Health Minister Kenneth Clarke, in a written Commons answer to Mr Michael Morris (Con), said: "If a drug is available under the proposed limited list arrangements, doctors will be able to prescribe it whenever appropriate. If it is not available, it will not be prescribable for any condition."

The Minister also said that analgesics for mild or moderate pain will provide about 30 per cent of the total anticipated savings under the limited list proposals. Benzodiazepine sedatives and tranquillisers will contribute about one quarter, with 17 per cent each coming from cough/cold remedies and antacids. Laxatives will provide 7 per cent and vitamins and tonics 4 per cent.

Generics revival?

Mr Laurie Pavitt (Lab) has introduced another Private Member's Bill to encourage generic substitution. The Generic Substitution (NHS) Bill will have its second reading on February 8.

Mr Christopher Murphy (Con) has tabled a motion recognising the need for value for money in the NHS and the possible role that generic drug substitution may have in achieving this, but urges the Government to give the "fullest consideration to the consequence of mandatory prescribing for the current and future strength and success of the pharmaceutical industry and of companies such as Roche, both in terms of ability to engage in continuing R&D and of satisfying the requirements of patient care."

More PL (PI)s out but API turned down on five

The Department of Health has issued a further five parallel import product licences bringing the number so far to six. But a number of applications from the Association of Pharmaceutical Importers have been turned down. The API's legal department is looking into the reasons given by the Department.

Scottish importers Munro Wholesale Medical Supplies Ltd have been granted PL(PI)s for Inderal LA 160mg capsules and Blocadren 10mg tablets. The company is not an API member. London-based Global Pharmaceuticals says it has been granted a licence for Lomotil (blister packed in 12s from Greece).

API (Suppliers) Ltd and Eurochem Ltd both hold licences for Adalat AR 20mg, and API (Suppliers) for Adalat Retard 20mg. Details are published in the *London Gazette* of November 30.

However the API has had applications turned down for Erythrocin from Italy, Dalacin C from Italy, Vibramycin from Greece and Belgium, Rifadin 150mg from

Belgium, and Moduretic from Italy.

API's licensing manager, Mr M.D. Clark, told C&D that biologicals were not considered under the PI licensing scheme. Additionally, the DHSS will not grant PL(PI)s to products which have licences of right in the UK, unless the imported product is identical.

"It seems a fair proportion of licences will not be granted on that basis," he said.

A licence of right is one held by a product which has not been reviewed by the Committee on the Review of Medicines — they are generally older medicines. (Licences of right usually have the digit five as the first number after the stroke in the product licence number. But often the number is not changed when the product has been reviewed).

Mr Clark said the API's legal department was looking into the matter.

Other legal action by the API, to halt the prescription endorsement scheme, cannot go ahead until details are published in the *London Gazette*. The API plans to seek a judicial review in the British Courts and has complained to the European Commission, saying the scheme infringes Article 30 of the Treaty of Rome.

Bayer have added several new Adalat Retard batch numbers to those reported as stolen from their Italian stock. The new numbers are LJ 192, LA 932-933, KW 681, LD 561, LE 413.

Heriot-Watt lobby by BPSA

About 120 student and pre-registration pharmacists marched to the Houses of Parliament last Monday, to lobby MPs against the closure of the Heriot-Watt School of Pharmacy.

Leaflets were handed to the public during the march which set out from the Pharmaceutical Society's headquarters in Lambeth High Street. Sadly, there seemed to be no response from Fleet Street, though telexes had been arranged.

The marchers, wearing white coats, later met around 30 MPs in the Grand Committee Room of the House.

Peter Joshua, president of the British Pharmaceutical Students Association, was pleased with their reception.

"Some didn't have a clue about what Heriot-Watt is or what is going on. So we put them right," he told C&D.

"It was useful in that we set out to get publicity and we succeeded. MPs not directly involved were coming up to find out what was going on."

Space hormones

McDonnell Douglas are planning to build a pharmaceutical manufacturing facility in space in the 1990s. The first product is likely to be a hormone.

The corporation set up an electrophoresis operation in a space project in 1977 to explore the advantages of processing under zero gravity. Continuous flow electrophoresis is used to separate biological materials such as enzymes and hormones. In space, larger quantities can be separated than on earth where the process is limited by gravity.



BPSA president Peter Joshua (left) outside the Houses of Parliament preparing to lobby MPs on the proposed closure of Heriot-Watt School of Pharmacy. About 120 students marched from the PSGB's Lambeth HQ (below).

The BPSA intends to follow up the visit by writing to MPs they had spoken to, reinforcing the points made, and urging them to take up the case.

■ The meeting between the University Grants Committee, the Pharmaceutical Society and the School mentioned last week (C&D, p1017), is to take place on December 19.



By Xrayser

Glaxo salbutamol patent upheld

Glaxo's patent on salbutamol was upheld by a High Court judge in London last week.

The company asked Mr Justice Falconer to rule that plans by rivals Generics (UK) Ltd to manufacture the drug from Italian imported products was unlawful.

The company's patent was acknowledged to be valid in the UK and the EEC — apart from Italy, said the judge. The Italian law — since repealed — prohibited the grant of patents for drugs at the time when Glaxo applied for the salbutamol rights.

Generics claimed that, under EEC law, the lack of a Glaxo patent in Italy enabled them to import the drug without infringement. But the judge ruled that Glaxo's patent was enough to give the company the right to prevent importation from another Community country.

The judge gave Generics leave to appeal against his decision.

Managing director of Generics (UK) Ltd, Mr Bernard Samuels, told *C&D* his company would appeal against the judgment.

Veterinary POMs

An Order coming into effect on January 1 1985 changes the circumstances under which certain veterinary drugs are Prescription-only medicines.

The following substances are added to the list of medicines that may be supplied only on a vet's prescription: Broxyquinaline, clioquinol (except for the treatment of enteritis in livestock), dimethyl sulfoxide, etisazole and its hydrochloride, halquinol, and tetanus antitoxins. The Medicines (Veterinary Drugs) (Prescription Only) (Amendment) Order 1984 (SI 1984 No 1862, HMSO £1.30) also deletes the circumstances in which a veterinary drug containing carbon tetrachloride or chlorprothixene is exempted from being a POM.

■ The pharmaceutical industry spent £1,300m on research and development between 1970 and 1982, according to Health Minister Kenneth Clarke. In a written Commons answer to Mr Harry Greenway (Con), he said the total for 1982 was £261m. The figures, the Minister added, relate to companies with sales to the NHS of over £2m per annum (£1m for 1970-77) and represent the revenue costs of research and development.

Limiting the list

Like the rest of you, I have been letting thoughts of the proposed limited dispensing list percolate through the little grey cells — and they have now grown "stalagmites". These, as everyone knows, are little animalicules that develop on inmates of prison camps. So far as we're concerned our position is the same as if we were in a prison camp in that we seem to have little or no say in the rules under which we have to live.

While initially I had a considerable sympathy with the thinking behind the suggested reduction of the cornucopian prodigality of duplicated drugs from which doctors may freely draw, I begin to wonder if the harsh reduction to absurdity, mere bread and water, as it were, is not intended as a shock treatment to startle us all into clearer thinking.

If so, then, after a flurry of protest, anger, outrage and so on, there should come a grudging admission of a more rational and acceptable set of proposals to reduce the drug bill.

As contractor pharmacists, we all know ways which would do this. Substitution of generics for patents might be one of them, but well down the list so far as I'm concerned. While it would be true to say that, were I to be stuck on a desert island, I might be able to limit my medicines to as few as six or seven basic items, I maintain I am still in my prime (prime-evil health), and would need no more (till rescued). But with a 25 per cent geriatric population figure on the near horizon, such a limited list would be absurd and inflict an unacceptable degree of unnecessary suffering.

I believe the reductions could be made simply by specifying limited time spans for particular types of treatment — five to seven days for antibiotics, five to ten days for tranquillisers, etc. Education of patients by doctors and pharmacists could lift a great deal from the drug bill in favour of teaching self-help. Despite the heavily promoted view to the contrary, it is not my experience that the patient always wants a "bottle" or "pills". It seems to be the doctors who have been brainwashed into thinking they do. In many cases what they want is *time*. Time to discuss their problems. Time to work out rational ways of coming to terms with it. Judging from the number of unused drugs returned to me in the last dump campaign, a lot of drugs are given for the placebo effect... on the prescriber.

If the Government is concerned — and I think they are — they must look at prescribing practices and begin by asking doctors to justify the duration of treatments

first. As for the high cost of patent-protected products, more time for manufacturers to recover R & D cost has to be given, or we will lose the innovators. After that, what is wrong with offering a standard generic, with the option of being given to pay the difference between it and the proprietary, if the latter was felt essential by the patient?

Genuinely new products, as opposed to mere reformulation of old compounds already on the market, should automatically be available on the NHS. It would not be hard to see yet more quangos being set up to assess which new products are really new enough to qualify for acceptance. It will be lovely. I must get myself declared an expert, so I can join in the party fun.

Congratulations...

...to Elaine Horton who won this year's competition to find the *C&D* Assistant of the Year. When I read through the potted histories and the comments each of the 12 finalists made in their interview, I found myself remembering some of my past members of staff.

I think we are lucky pharmacy offers such a wide variety of merchandise which demands product knowledge. For people of the right temperament, it offers inexhaustible fascination. Couple this with the unequalled human interest, and we begin to see why pharmacists stick to what is by no means the most profitable of professions, and good staff grow into it as a deeply satisfying way of life. The problems we have reason to moan about, have to be viewed as a sort of astringent tonic for the overcontented soul.

Maybe, but good staff, well-trained, make possible the efficient running of our businesses, leaving us free to concentrate on the real work of pharmacy in the community. By drawing our attention to the high quality of our employees, the competition highlights the benefits to us and the public of competent staff in retail pharmacies. We should be grateful, and show our thanks with a round of applause.

Hail Fellow!

I'm not doing a crawl. It's not my nature. But nothing gives me greater pleasure than to see the name of Ron Salmon, formerly my Editor and now publisher of this journal, among those newly honoured with the title "Fellow of the Pharmaceutical Society". It's nothing more than his total dedication to the future of our profession deserves.

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PRESCRIBING LIMITATION

PRESCRIBING LIMITATION Bureaucratic approach condemned

THE "bureaucratic approach" of the government's proposed limited list of medicines for "minor" ailments is condemned in a personal statement made to *The Pharmaceutical Journal* by the President of the Pharmaceutical Society (Dr. Maddock) on November 13. Dr. Maddock) on November 13. for round table discussions medical and pharmaceutical with a view to agree could be demonstrated effective health care dismissal of the "inevitable" to the "inevitable" the different strata Dr. Maddock

NHS

The outcome of savings on the Np876) will be an interest in West C even more severe exercise has succe

the different
Dr Madd
follows:

It is a truly daunting experience for a President, while in the middle of dispensing, late on a Thursday afternoon, to receive a copy of a letter from the Minister for Health, entitled "Limiting the range of drugs prescribable under the National Health Service". The first reaction to such complex proposals could be little more than the Society's initial reaction that the Department's recognition of the important role in the treatment of minor

under the NHS. The antacids all "official" and do not, for example, include any alginates, as stated in the *Lancet* of May 1971. An editorial in the same issue of *Lancet* gave "rapid symptomatic relief" for "acute oesophagitis". The treatment of anaemias with vitamins should be permissible under the new category of "over-the-counter" drugs.

be permissible. The category of "pain" is clearly defined, problems of diagnosis and pharmaceutical treatment products, "non-pharmaceuticals" in addition to 84

How will they know what the drug is given for?

NHS limited list plan

The outcome of plans to make savings on the NHS drugs bill (see p876) will be awaited with interest in West Germany even more severely than in the UK. Success will be measured in full

warned against extension
cover drugs for treating b
disorders, psychopharm
ardiotropics, antidiabe
algesics, on both me

Administrative confusion seems certain in the case of drugs used for more than one condition, if the present proposal is adopted.

Government proposals in full

prescription charge. The G has more important uses on these drugs. It therefore regulations to withdraw prescription and supply, cheap and effective for those

Savings may not come to £100m

The saving from introducing a limited list may be considerable.

implications of the government's limited list

before the right one was found to suit the individual.

The government was quite wrong to assert that one antacid was much like any other. The alginic-containing antacids such as Gastrocote and Gaviscon excluded from the restricted list were proven in clinical trials to be more beneficial, especially in reflux oesophagitis.

Regarding the restricted laxatives, he believed patients were entitled to the newer and more palatable products than methylcellulose granules, the only oral preparation allowed.

only oral preparation allowed. 'We have to be sensitive to their preferences because it encourages compliance. There are now much improved laxatives on the market. Granules are pretty unpalatable.'

nesic episodes but clobazam, with a different chemical structure, was equi-

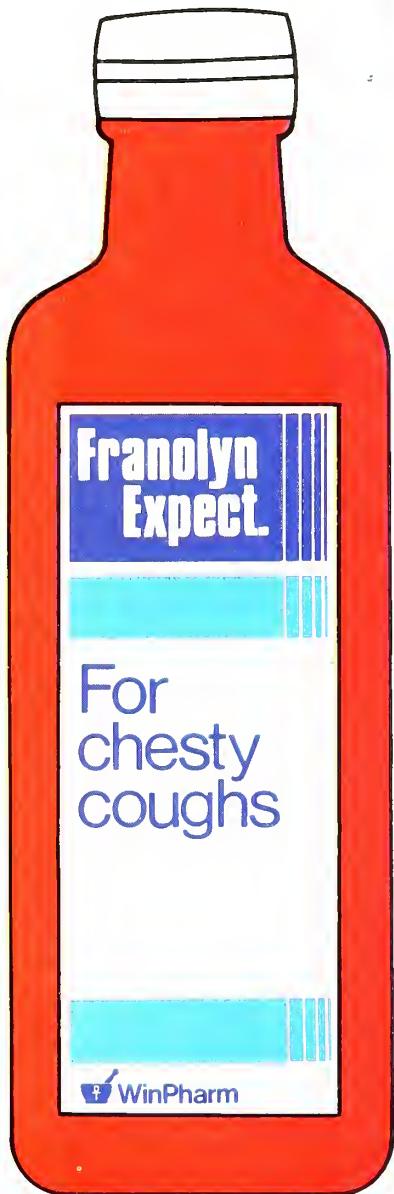
Re-
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them
drivin-
cloba-
equiv-

Patient suing doctor for diazepam frequently injected, he said.

The government
wisely in all
as a hypnotic
the



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Toiletries: limited growth and more competition

The toiletries and cosmetics market will become more competitive, with many categories showing limited growth and with the increasing concentration of marketing power in the large multinationals, according to a Mintel special report.

Manufacturers long ago faced up to changes in the retail trade and the power of the multiple groups, the report says. "Volume sales will increasingly lie with the multiples. The role of the traditional chemist is becoming limited to specialist markets, to higher priced products, and to pharmacy and OTC medicines, where their strengths lie."

Real expenditure on the market has yet to return to 1979 levels, with 1983 being virtually static in terms of volume growth. Strong performance in some sectors, notably shampoos, toothpaste, deodorants and sun preparations, was not reflected in most other market categories.

Although the recession is easing two factors may limit growth. Continuing high levels of unemployment will restrict family budgets, and there is an ever increasing choice for consumers as to how to spend their discretionary funds.

"Many toiletry markets are now mature in the sense that they have been part of the consumer expenditure pattern for years and no longer enjoy the excitement of newness," the report notes.

The report reviews individually the following sectors: make up/cosmetics (for face eyes and nails), skin care, sun preparations, deodorants (including body sprays), fragrances, bath products, hair care, oral hygiene and men's toiletries.

Original consumer research for the report was carried out in August among a nationally representative sample of 1,064 adults. Mintel estimate the market overall to be worth £1,336m at rsp in 1983, with make up, fragrances and hair care being the biggest areas.

The make up market, worth £257.5m at rsp last year divides into four categories: face (£84.5m), eye (£83m), lip (£53m) and nail make up (£37m). These are unlikely to show real growth overall although short term fashion trends will create intermittent demand, the report says. Competition will increase in the mass market sectors. Max Factor (all brands) dominates the sector, followed by Boots, Avon and Rimmel. But Marks & Spencer is making a strong showing.

Boots dominate the distribution scene with 32 per cent share of sales by value, followed by direct sales (18 per cent) and other chemists (13 per cent).

The skin care market has better prospects, although the sector is crowded, highly fragmented and the rate of failure of new brands is high, the report says. Moisturisers are the largest subcategory with sales of £54m in 1983, followed by cleansers (£27m) and baby products used by women (21 per cent), hand and body lotions (£19m), all purpose products (£15m), problem skin products (£14m) and toners (£12m).

The market also segments by price, with 70 per cent of the market by value falling in the middle to lower price bracket. Problem skin products has been the fastest growing area. Advertising has also risen sharply since 1981, nearly tripling to £12.6m in 1984.

The market for deodorant products is the fastest growing sector in the toiletries market, with the impact of body sprays and increased usage among men. Mintel estimate the market at £107m in 1984 at rsp, body sprays accounting for £20m.

Aerosols are gaining share at the expense of roll-ons, and will take an estimated 60 per cent of sales in 1984, with roll-ons 20 per cent and body sprays 17 per cent. The revived solid stick sector seems likely to take 2-3 per cent. Chemists have around 10 per cent of the market.

Retail chemists have gained share in the past 12 months in the fragrance market, and now take 22 per cent of sales (value). Department stores lead the table with 27 per cent followed by Boots (26 per

cent). Perfumes account for 85 per cent of sales in value terms, with Lentheric brands taking 20 per cent, Avon 16 per cent, and Yardley and Coty 9.5 per cent each. Sprays account for 72 per cent of sales by value with splash-ons losing share at 24 per cent.

Haircare has been another buoyant market with shampoos and conditioners continuing to grow in value and volume. The setting products market has changed beyond recognition, having shown 14 per cent growth to an estimated value of £24m at rsp in 1984. Mintel forecast the haircare market as a whole will be worth £309m in 1984, with shampoos taking £111m, conditioners £43m, hairsprays £67m, colourants £44m and home perms £20m.

The report questions the long term future of the medicated shampoo sector as more frequent washing removes the need for medicated dandruff removal.

Penetration of conditioners among women now stands at 60 per cent, but children and men are becoming significant consumers. Both sectors of the shampoo market have seen high activity and Elida Gibbs and Beecham, with three major brands apiece, are vying for market share with 16 per cent of sterling sales each.

Own label sales have not become a significant factor because of heavy advertising support, the report says. Advertising has risen as competition has intensified, increasing by 40 per cent in 1983 over the previous year.

Growth in the men's toiletries market is limited as the industry has met with little success in persuading men to use a wider range of products, an attitude that is likely to continue, Mintel feels.

The market is valued at £116m (excluding razor blades but including male usage deodorants), and has shown little growth since 1980. Fragrances (after shave, talc and soap) account for £57m at rsp followed by deodorants at £30m and shaving products at £15m.

The oral hygiene market has shown steady growth, but profitability in the £87m rsp toothpaste sector has been hard hit by low prices and heavy marketing spends, with many brands incurring losses. There has been considerable activity among minor brands increasing segmentation of the market. A steady trading up to larger packs is evident.

Mouthwashes sales reached £17m at rsp in 1983, say Mintel, but penetration is static and the potential has not yet been realised, or perhaps never will be without heavy advertising investment.

The report — Toiletries and Cosmetics, a major report — costs £425 (15 per cent discount if ordered before January 11) from Mintel Publications Ltd, 7 Arundel Street, London WC2R 3DR.



Staff at Norbreck Ltd, Norbreck Road, Blackpool, are the winners of Unichem's assistants' golden dozen draw for October. Pictured receiving their £250 prize are, from left: proprietor's wife, Beryl Wright; assistant Joyce Whewell; Joe Harris, general manager of Unichem's Preston branch who presented the prize; assistant Barbara Ramsden and proprietor Donald Wright, MPS.



Grand finale for Vestric's First Lady promotion

The grand final of Vestric's £15,000 "First Lady" competition and promotion will be held at the Rainbow Suite at the London Exhibition Centre on January 24.

The promotion, one of the largest ever launched through pharmacies, began in May and is sponsored, say Vestric, by 14 leading beauty and healthcare companies. In June, Vestric and the *TV-Times* co-launched a "First-Lady" magazine.

Over 800 women entered the competition in the four regional heats in Manchester, Birmingham, Glasgow and London, and the judges have now selected a final 15. A bright personality, wide ranging interests, style, fitness, health and that "special something" a "First Lady" must have, were the criteria on which the women were judged.

The finalists include mother of seven, 36-year-old Lany McAnerin of Bannagh, Kesh, co Fermanagh, who works on the family farm yet still finds time for knitting, poetry and short story writing. Doris Onions, from Surbiton in Surrey, is a 56-year-old drama teacher who enjoys the theatre, ballet, cookery and fashion. Diana Febland, from Blackpool is 36 and is married with three children. Her hobbies include backgammon and silversmithing.

They stand to win a first prize of a fly/cruise holiday for two in the USA via the QE2 and Concorde, with £1,000 to spend, £250 worth of Country Casual Clothes and a Kodak Disc 8000 camera. A £2,000 Speedbird fly/drive holiday in North America will go to the runner-up and the third and fourth prize winners will each receive a seven-day Wings holiday. The remaining 11 ladies will take home Kodak Disc 4000 cameras and "First Lady" beauty packs.

Vestric say there are even prizes for pharmacists. The "First Lady" pharmacist who submitted the most entrants will be going on a long weekend in Monte Carlo and the three runners-up will win Thistle Hotel weekends for two. *Vestric Ltd, West Lane, Runcorn, Cheshire WA7 2PE*.

The First Lady competition judges at the London regional final. Pictured left to right are: Jane Beaton (*TV Times*), Vicki Bearman (Chesebrough Ponds Ltd), Tim Blackstone (Warner Lambert), Lesley Hey (aerobics teacher), Ann Knott (Wella Ltd), Sue Steward (Crookes Products), John Kerry (Vestric Ltd)

Pranavite in national launch

Pranavite Slim is being launched nationally next month following a successful test market in the North West.

It consists of 18 sachets of diet base and 19 Superplex vitamin and mineral tablets; one pack (£13.95) provides three replacement meals a day for six days. Each sachet, reconstituted with water, makes a drink containing 200 kcal. The manufacturers recommend that it should not be used for total meal replacement longer than six days at once.

Manufactured in Holland, Pranavite Slim is a natural product made from fresh milk by a process that does not denature the amino acids. It was developed initially to help athletes to lose weight quickly without impairing their health.

A £3/4 million advertising campaign between January and May 1985 will concentrate on local media, slimming magazines, the women's Press, the London Marathon programme and some local area health publications. The product will be sold through pharmacies, drug stores, health food shops, and health clubs but not through supermarkets, according to importers H.t.B (UK) Ltd, a food broking company specialising in own-label foodstuffs for the grocery trade.

Retailers are offered the first 12 diets on a sale or return basis. *H.t.B (UK) Ltd, 60 Osmondthorpe Lane, Leeds LS9 9EF*.

Richards & Appleby's Gem

Richards & Appleby are introducing styling and conditioning mousse with added jojoba to their Gem haircare range.

The mousse (£0.99) is said to be non-

greasy and suitable for all hair types and techniques. To promote and launch the range to the trade, the company are offering a Gem haircare parcel (£25.95 trade) containing one dozen of each of the five products. *Richards and Appleby Ltd, Gerrard Place, East Gillibrands, Skelmersdale, Lancs WN8 9SU*.

Heinz expand Slimway range

Heinz have added two new varieties to the Slimway low calorie range: Asparagus (65 calories) and Mushroom (70 calories). They will be launched, says the company, by a £300,000 spend in the women's Press and slimming magazines, starting on January 25 — "perfectly timed for the peak consumption period."

Slimway, say Heinz, "is the only canned low calorie soup with major consumer advertising and, with 76 per cent share of the market, is already outselling its nearest competitor three times over." They say that the market has risen by 15 per cent this year and should be set for further growth.

The company say they are spending £7m on promoting all their canned soups in the current advertising season which runs until April 1985. *H.J. Heinz Ltd, Hayes Park, Hayes, Middlesex UB4 8AL*.



Wilkinson ski

As part of its international marketing strategy Wilkinson Sword is sponsoring the 1984-85 alpine skiing World Cup and the 1985 World downhill skiing championship.

The World Cup is comprised of 60 races throughout Europe and North America between December 1984 and March 1985 and the World Championship is to be held in Bormio, Northern Italy, from January 31 to February 10.

The Wilkinson Sword brand will be on skier's bibs for some races and will be in the race finish areas, thus receiving peak international television exposure, say *Wilkinson Sword, Langley Hall, Station Road, Langley, Slough, Berks*.

The University of London economy, space saving



A typical, modern slimline storage heater

n gave it full marks for nd energy efficiency.

Who better to solve a difficult heating problem than an establishment renowned for its clear thinking?

After studying the pros and cons the University of London chose electric storage heating for substantial areas of Senate House, their library and administrative centre.

Senate House is in constant use; installation work had to be done with the very minimum of disturbance.

It is also a listed building, which meant that structural alterations were out of the question.

The challenge was to achieve efficient and effective levels of heating.

The outcome was an initial installation of 258 slimline heaters.

Savings were soon apparent. Electric storage heating was operating at less than half the cost of the heating system it had replaced. This was due both to the use of off-peak, night-rate electricity and to the energy efficiency of the system, which was fitted to anticipatory charge controllers.

These monitor external temperature variations during the night. The charge period is then determined to meet prevailing conditions and ensure the correct amount of heat is stored for the following day's needs.

"As well as an estimated saving of nearly £2,000 a year on heating costs," says Mr Frank Graham, Chief Engineer of the University of

London, "we have been greatly impressed by the effectiveness of the system.

"We have now extended the initial installation to other parts of the building." Graduating from a 20-storey building to

somewhat more modest premises does not mean a dilution of the cost saving and energy efficiency of electric storage heating. The system is both flexible and adaptable enough to suit a wide range of buildings.

In short, it is the cost-effective way to heat.

Talk to us now on Freefone BuildElectric about the economy, space saving and sheer energy efficiency of electric storage heating and see how we can help you.

Or fill in the coupon.

To: Electricity Publications,
PO Box 2, Feltham, Middlesex
TW14 0TG. I would like more
information on electric storage
heating and equipment supplied
by these manufacturers.

Name _____

Position _____

Company/Address _____

Post Code _____ Tel. _____

 **Dimplex**
 **Creda**
 **UNIDARE**

HEAT ELECTRIC
The Electricity Council, England and Wales

K-C put £6.5m behind Kleenex and Kotex in '85

For 1985 Kimberly-Clark are repeating their 1984 promotional formula to support their facial tissues. Radio and women's Press campaigns using the "softest tissues money can buy" theme are to run throughout the year.

The formula worked well this year, says the company, and it is expecting a repeat performance in 1985, with £1.5m advertising support.

The main thrust will be on radio with £750,000 being spent on a 40-week national campaign. Kimberly-Clark have found that radio achieved as high a consumer awareness as did television advertising with 43 per cent recognition among housewives.

The first burst on radio will run from January 1, 1985, for six weeks, featuring Kleenex for men, Kleenex Super 3 and Kleenex Pocket Packs. The company estimates the commercials will be heard by around 11 million housewives an average of 30 times.

There will be a Spring boost with women's Press support.

Evidence that the support formula worked this year, say Kimberly-Clark, is shown by the fact that Kleenex brands continue to outpace their competitors despite virtually no volume growth in the facial tissues market as a whole.

A £5m advertising and promotional campaign is being prepared to support the Kotex range of feminine hygiene products during the coming year. It aims to accelerate the growth of Kotex Simplicity press-on towels, Dayfresh pant-liners and Freedom towels.

Kimberley-Clark's decision comes at the end of a year in which they claim to have reinforced their dominance of the £60m press-on sanitary towel market. They were the only company to increase sales in the first eight months of the year, with a rise of 7 per cent to a record market share of over 30 per cent. This compares, the company says, with a fall of 14 per cent in sales for Lilia-White and 22 per cent for Johnson & Johnson.

According to Kimberly-Clark's figures, Kotex Simplicity has increased its market share by 4 per cent to nearly 23 per cent since its relaunch in January this year; Dayfresh has kept pace in the expanding pant-liner market, and Kotex Freedom has gained 25 per cent of the slim towel market within six months. *Kimberly-Clark Ltd, Larkfield, nr Maidstone, Kent.*



Airwick go into vacuums

Airwick are launching a room freshener in January. Called Airwick Breeze, the product will be backed by a £1.1m campaign.

Breeze (£0.39) is placed in the dust bag of a vacuum cleaner and automatically freshens the air as the cleaner runs. Suitable for use in all types of vacuum cleaner, say Airwick, Breeze gives a constant release of fragrance for four weeks.

A national television and radio campaign will start in January, supported by extensive below-the-line activity including in-store demonstrations.

Breeze is packaged in individual, boxed sachets and in 12-pack display and is available in a single, floral fragrance. Distributed by Beecham Proprietaries-Toiletries, Beecham House, Great West Road, Brentford, Middlesex.

Braun challenge

Braun are challenging Philips for the number one slot in the electric shaver market, says managing director Mr Bob Wagar. The Universal has given the company "substantial" leadership in the rechargeable sector.

In the year to September, turnover was up 25 per cent on 1983, and the Braun now claims to be leader in the pistol grip, styler dryer and tong and brush segments of the haircare market. The company has sold over 2 million Independents. New products in existing categories are promised in January. *Braun Electric (UK) Ltd, Dolphin Estate, Windmill Road, Sunbury-on-Thames, Middlesex.*

Healthy push

Healthlife are mounting a £200,000 advertising campaign in support of its brand name throughout 1985.

Starting on January 1, full colour half-page double spreads will appear in

specialist magazines, including *New Health, Here's Health, Healthy Living, Successful Slimming and What Diet?*

"Free information booklets will be on offer and the campaign will follow seasonal themes and highlight specific products to match consumer demand and interest," says Chris Szymanski, marketing manager. *Healthlife Ltd, Charlestown House, Baildon, West Yorkshire BD17 7JS.*

Almay complete their spectrum...

Almay are completing their sun factor spectrum with the introduction of a tan encourager SPF4 lotion (£3.55) offering moderate protection and designed to promote a safe tan.

Their lotions have been improved to offer even greater moisturising benefits, says the company. The range has been repackaged to give increased shelf impact say *Almay, 225 Bath Road, Slough, Berks SL1 4AU.*

...so do Aronde

The Aronde range of sun preparations has been improved for 1985, with restyled packaging and three new products.

An SPF 8 creme, an after sun creme (both 125g), and a non-greasy sun mousse aerosol SPF 4 (120g) now complete the range. All products are priced at £1.99. *Columbia Products Co Ltd, Sherbourne Avenue, Ryde, Isle of Wight PO33 3PX.*

It's Fibretime!

Holley Mill Bakery have introduced Fibretime Snacks (38g, £0.24).

Fibretime snacks provide dietary fibre in a tasty and convenient form says the company. Individually packed they contain oats, apricots, raisins, coconut, honey, nuts and bran. *Health & Diet Food Co Ltd, Seymour House, 79 High Street, Godalming, Surrey GU7 1AW.*

Happy New Year from ICML

During January, Independent Chemists Marketing Ltd are offering retailers a free digital pen and watch set valued at £5.99 with every four cases of Nusoft rubber gloves. In addition there is a 7p bonus on each case.

Consumer superbuys in January include Twinheat Nuwarm hot water bottles, Lotus nail polish remover, baby wipes, Nusoft disposable nappies, liquid soap, bubble bath baby cream, medicated nappy liners, shampoo, cotton buds, baby powder and snap-on pants, Sunpure blackcurrant health drink, Nuhome family tissues, Mansize tissues, twin-pack kitchen towels, twin-pack toilet tissues, Nusoft personal products — press-on "Supers" 10s and 20s and Minipads 10s.

Bonuses are being offered on medicated pastilles, Sunpure health foods and methylated spirit. And Nucross sterile dressing packs will carry a bonus of £9.48 for full shipper quantities of 12 by 12.

From January 1 until April 27, Numark will be holding the price of six products, both for the retail chemist and for the consumer. The six products are Palmolive family shampoo, Alberto VO5 styling mousse and hairspray, Promise press-on towels sizes 1 and 2 and Snugglers toddler size 52s. Merchandising materials for each product will be included in the January promotional merchandising kit.

Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wiltshire BA12 9JU.



Pamela Thrower, MPS, and husband Alan, of the Ribbleton Pharmacy, Preston, have won a Sharps home computer in Farley Health Products winter OTC display photo competition. Farley's Lancashire and Cumbria salesman, Stephen Croft (right), presented the prize

ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancs	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	Cl Channel Is
Bt Breakfast Television	C4 Channel 4	

Askit powders:	So, G
Braun shavers & haricare:	All areas
Comtrex:	All areas
Duracell batteries:	All areas
Grey Flannel:	Ln
Hill's Balsam:	M
Hustler International:	All areas
Karvol:	All areas
Numark promotions:	U
Old Spice:	All areas
Philishave:	All areas
Pierre Cardin Pour Monsieur:	Ln, Lc, Sc
Proflex:	All areas
Revlon Scoundrel:	All areas
Simple soap and skincare:	Ln, M, A, C4
Strepsils:	All areas
TCP throat pastilles:	M, Lc, Y, Ne
Yardley:	All areas

Nailoid remover

Nailoid are introducing a nail polish remover in an unbreakable 200ml container (£0.79). Developed alongside the Nailoid range of nailcare products, the polish remover also cleans and conditions nails, say *Richards & Appleby Ltd, Gerrard Place, East Gillibrands, Skelmersdale, Lancs WN8 9SU.*

Farley's Winter

Farley Health Products have announced three OTC product promotions as part of their Winter promotion campaign.

January sees the launch of a consumer offer featuring a Haliborange "fun" bag, available for £2.99. Specially designed in bright orange and yellow, Farley say, it will have an added road safety attraction for children who carry it during the dark winter months. Minadex is being sampled through health care centres and clinics with a special trial size. And Dequacaine is being backed in the New Year with a sampling and advertising campaign to GPs.

Farley have also added four titles to their "trigger" film series on infant care: Coming Home, Weaning, Immunising and Seeking Advice.

Each lasts between 10 and 14 minutes. A free brochure with details of hire and sale charges of all ten films may be obtained from *Farley Health Products, Torr Lane, Plymouth, Devon PL3 5UA.*

No.1 in
Hair Care

Lady Jayne means the very latest in hair fashion styles. New, exciting products launched regularly. All packaged in eye-catching pastel colours, that harmonise perfectly, to create in-store excitement.



A selection from the vast, ever-changing range of Lady Jayne Hair Fashion Accessories. The signature on the Brand Leader is

Laughton & Sons Limited,
Warstock Road, Birmingham
021-474 5201

£1m support for Sunsilk mousse launch

Elida Gibbs are entering the mousse market with Sunsilk styling mousse in two variants — regular and extra hold.

Elida say the regular hold gives body, volume and moderate hold to hair, while the extra hold is appropriate for users with difficult hair or hard to manage styles.

Research among present styling mousse users shows that over 40 per cent of them would choose an extra hold variant if it were available say the company.

Both will be packed in a 90ml can retailing around £0.99.

The product will be backed by a £1m promotion package throughout 1985, starting in mid-February with a £600,000 campaign in women's magazines. These will include *Woman's Own*, *Look Now*, *Cosmopolitan*, *Over 21*, *Honey*, *19*, and the specialist publications *Hair Flair*, *Hair and Good Looks* and *Slimming*.

Special display trays, headboards and POS leaflets will also be available.

The setting aids market has grown rapidly in the past 12 months with sales up by 50 per cent, due solely to the expansion of the styling mousse sector, say Elida.

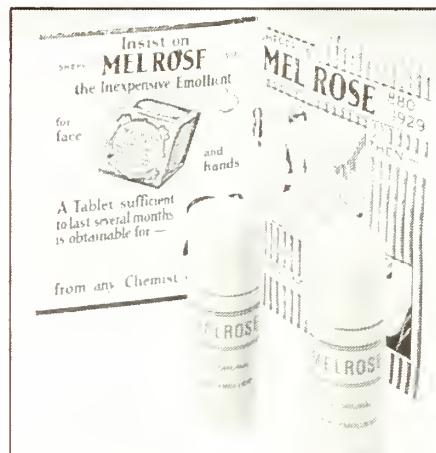
Statistics show that 19 per cent of all women now use styling mousse at least once a week and in the 16-24 age group the figure is 38 per cent.

"It is anticipated that the styling mousse sector could be worth over £20m at RSP in 1985, accounting for well over half the total setting aids market," says Elida marketing manager Roger Wisdom.

"We are confident that Sunsilk styling mousse will encourage many new users to



the market — users who equate the Sunsilk name with quality, reliability and value for money." *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.*



Roberts' & Sheppen have repackaged Melrose skin emollient — only the fifth alteration in packaging in 104 years. The new stick pack will retail at £0.64. *Roberts & Sheppen Ltd, Manor Farm House, Ickford, Bucks.*

Christmas closings

Duncan Flockhart & Co Ltd: from 5.15pm on Friday, December 21 through to 9am on Monday, December 31. Closed again from 5.15pm on Monday through to 9am on Wednesday, January 2.

Gerhardt Pharmaceuticals: from 5.30pm on Friday, December 21 through to 9am on Wednesday, January 2.

Lederle Laboratories: from 4.30pm on Friday, December 21 through to 8.30am on Wednesday, January 2. Orders for delivery by December 21 must be received by December 13. Normal emergency medical inquiry procedure in operation.

Lorex Pharmaceuticals: from 5.30pm on Friday, December 21 through to 9am on Wednesday, January 2. Emergency inquiry service by Group 4 Answer Services on Nottingham (0602) 861275.

Merck Sharp & Dohme/Thomas Morson Pharmaceuticals: from 5.30pm on Friday, December 21 through to 9am on Wednesday, January 2. Emergency medical inquiries on 0992 467272.

Parke-Davis Research Laboratories: from 12 noon on Friday, December 21 through to Wednesday, January 2. Personnel available to answer medical inquiries on non-statutory holidays.

Parke-Davis Veterinary and order processing departments: from 12 noon on Friday, December 21 through to Wednesday, January 2. Personnel available on December 27, 28 and 31 for despatch of urgent orders.

Roche Products Ltd: from 1pm on Friday, December 21 through to 9am on Wednesday, January 2.

J. Waterhouse Ltd: from 12 noon on Friday, December 21 through to 8am on Thursday, January 3. Emergency inquiries on 01-253 0571 (head office).

Bayer UK Ltd: from 5pm on Friday, December 21 through to 9am on Thursday, December 27. Closed again from 5pm on Friday, December 28 through to 9am on Wednesday, January 2.

Dome Hollister-Stier: from 5pm on Friday, December 21 through to 9am on Thursday, December 27. Closed again from 5pm on Friday, December 28 through to 9am on Wednesday, January 2.

E.R. Squibb and Squibb Surgicare: from 12.30pm on Friday, December 21 through to 9am on Wednesday, January 2. Sales service available between 9am and 12.30pm on December 28 and 31 on 051-677 2201 for Squibb products and 051-677 2207 for Surgicare. Ansafone service at all other times on 051-677 2201. Emergency line available at all times on 051-677 0171 (telex 628279).

Smith Kline & French Laboratories: from 12 noon on Friday, December 21 through to 9am on Wednesday, January 2.

Speciality Briefs

Sandoglobulin: Sandoz have appointed Vestrin as sole distributors of the product. *Sandoz Products Ltd, PO Box Horsforth No 4, Calverley Lane, Horsforth, Leeds LS18 4RP.*

Seracult faecal occult blood test:

Available in two pack sizes — laboratory, containing 100 tests (£27.45 trade) and in sets of three tests (34 by 3, £27.60).

Biospecia Ltd, 47 Ealing Road, Wembley, Middlesex.

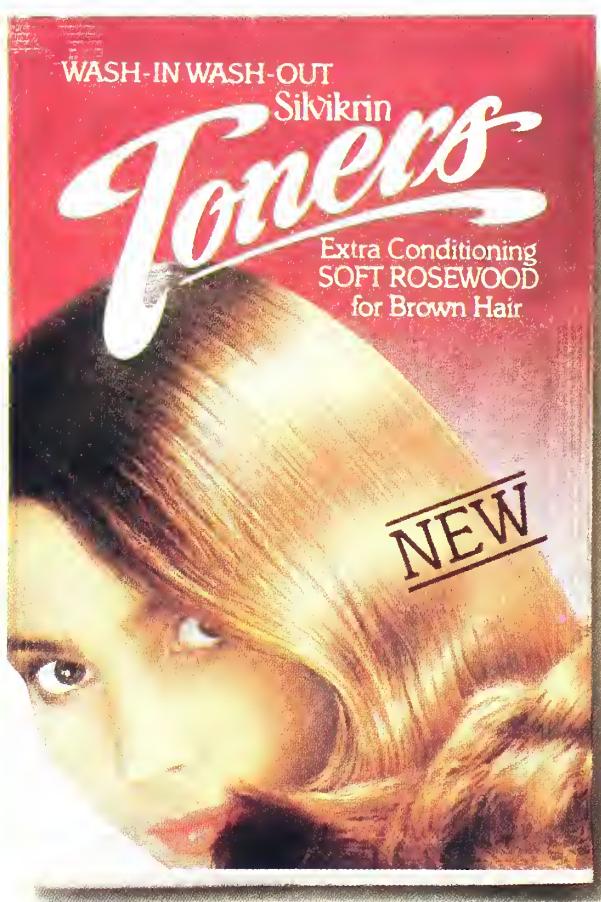
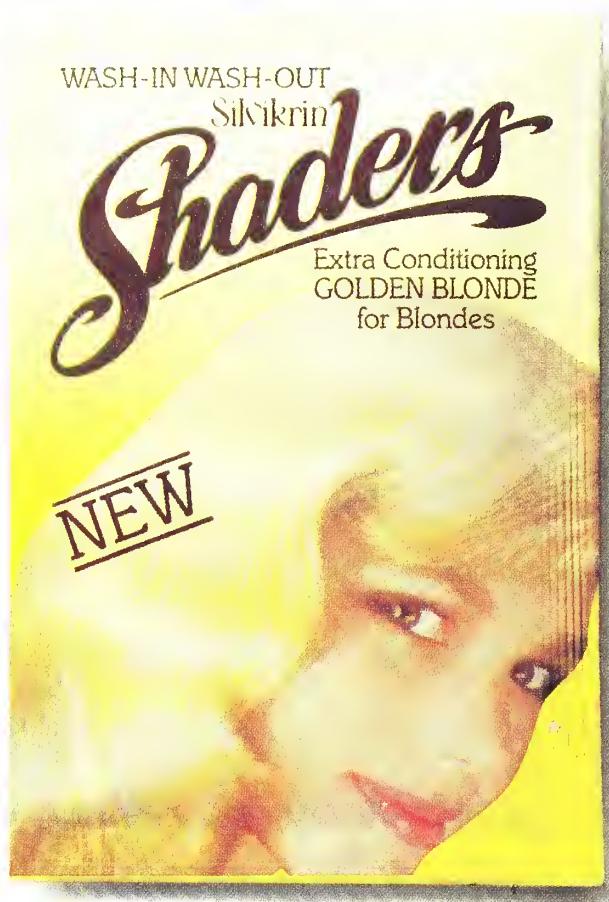
Zyloric 300 pack size change: A 30 tablet pack (£11.68 trade) is being introduced to replace the 28 tablet pack. The new pack will be supplied automatically on all orders. The 100 tablet pack remains unchanged. *The Wellcome Foundation,*

Crewe Hall, Crewe, Cheshire CW1 1UB.

Intal spincaps: With effect from January, both plain and compound spincaps will no longer be available in 50s. Both will continue to be available in 100s in a new plastic container, though there will still be two containers of 50 in each 100 outer. *Fisons Ltd, Pharmaceutical Division, 12 Derby Road, Loughborough, Leics.*

Tridione caps and Peganone tabs: Abbott Laboratories have withdrawn their anticonvulsants Tridione (troxidone) and Peganone (Ethotoin), for financial reasons. The company says small supplies may be available in the short term for patients changing to alternative products. *Abbott Laboratories Ltd, Queenborough, Kent.*

TWO NEW WAYS TO TONE UP YOUR PROFITS



Shaders & Toners now have bright new modern packs and bright new modern ads to go with them.

Not that we've changed the style of the ads though.

After all, an advertising campaign that has made its product the volume brand leader in the ever expanding hair colourants market needs only to be improved, not changed.

And that's what we've done, with new ads directly targeted at the teenage girls market and with a £400,000 spend behind them.

Not only that, but we've updated our range of colours to give young girls an even better choice than ever before.

New packs, new colours and new ads. It all adds up to new profits.

Dequacaine

24 LOZENGES

FAST, EFFECTIVE RELIEF
FOR SEVERE SORE THROATS

- Powerful Local Anaesthetic
- Combats Bacterial Infection
- Soothes Irritation

It makes other seem like

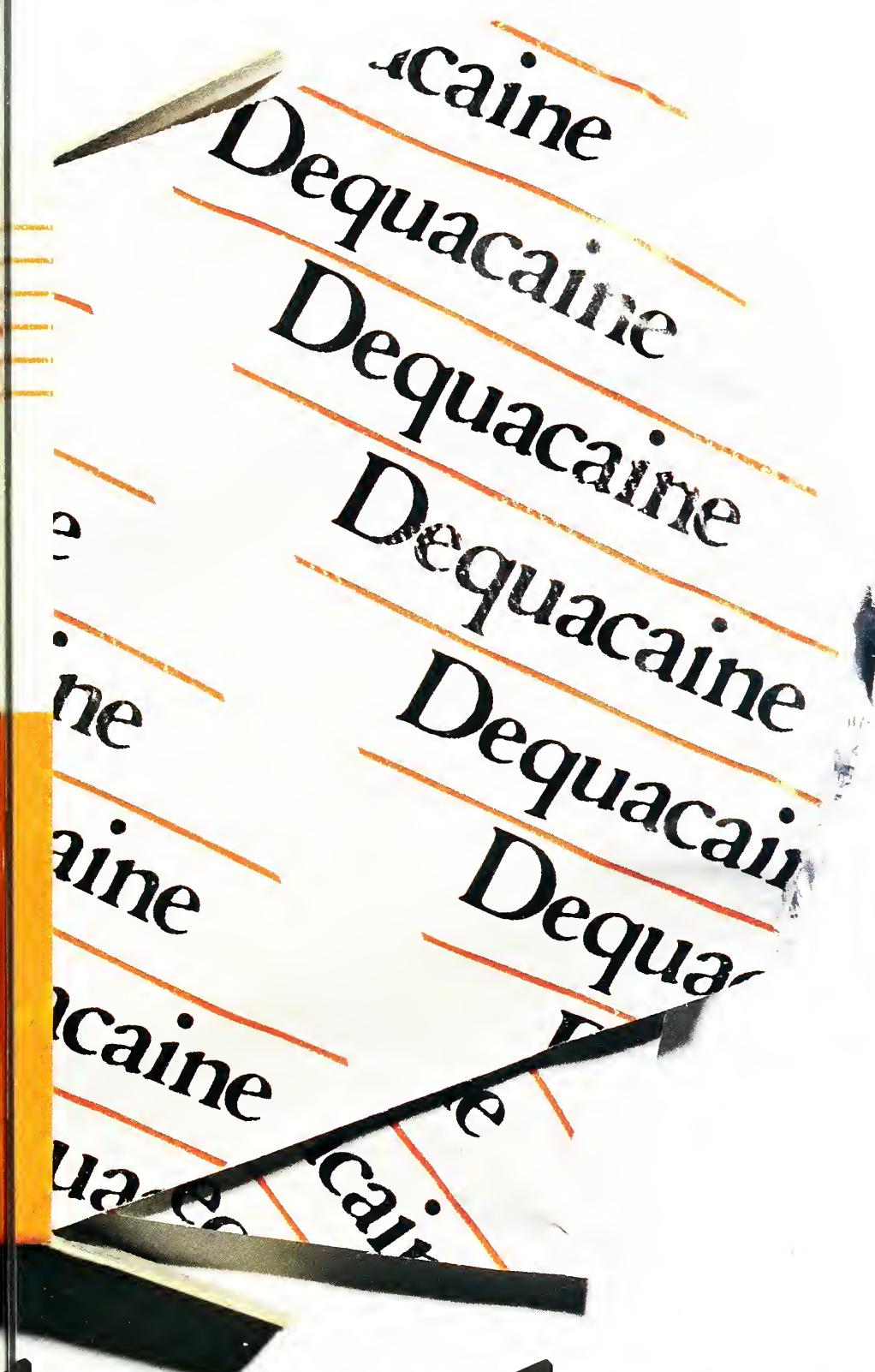
Dequacaine is a new remedy for severe sore throats, as a glance at the ingredients will show you.

In fact, there is no stronger brand you can sell without a prescription.

Each lozenge contains the maximum

O.T.C. dose of Dequalinium Chloride, an anti-microbial agent specifically recommended for the treatment of sore throats.

And a full 10mg of Benzocaine, a local



throat lozenges sweets.

anesthetic which works immediately.

This formulation is unique, complete and effective.

The only stronger recommendation

you can make is a doctor.

Which is one reason why we'll be informing GPs about Dequacaine's superior formulation with heavyweight advertising and sampling throughout the winter.

Dequacaine.

FARLEY HEALTH PRODUCTS LTD., A GLAXO GROUP CO.

"The Shop premises were available as freehold and were in need of complete refurbishment. It was obvious that major capital investment would be needed, and I was uncertain as to the viability of the project. I needn't have worried, a word with my Numark wholesaler representative and Numark carried out a site assessment to determine the level of sales and profit I could expect.

"The report was an eye opener and gave the catchment area and a sales and profit forecast, supported by details of population,

"Thanks to Numark, I'm delighted with my new pharmacy."



Andrew Winson, M.P.S.,
Kirkby-in-Ashfield, Nottingham.

employment, public transport, car parking, the position of surgeries, health centres etc. Full details of development and operating costs, break-even turnover and even recommendations on style of trading and stock range were indicated in the report.

A complete plan of the shop front and layout was prepared, tailored to my satisfaction and an estimate of costs provided. The report was readily accepted by my Bank Manager who commented very favourably on the depth of the survey. Numark then arranged for the work to be done by a reputable shopfitting company who completed the job on schedule at the budgeted price.

What's more, I'm pleased to say that sales and profits have developed very much in line with the forecasts."

For more information, contact your local Numark Wholesaler or Numark Central Office, 51 Boreham Road, Warminster, Wilts BA12 9JU. Tel: 0985 215555.

NUMARK
CHEMIST

*Ten years of
independent success*

Press for good advice — 'Ask your chemist'

The National Pharmaceutical Association's "Ask your chemist" column is read by an estimated 12 million people in local papers countrywide. It was the brainchild of Press and public relations officer Tanya Turton. Eighteen months after the first series was mailed out she reviews progress and looks ahead.

"When an assistant at my pharmacy sold me a large bottle of aspirin, she asked the pharmacist first. Why?" "How can I get rid of a cold?" "My baby has a nappy rash. The nurse suggested a nappy liner. How would a liner help?"

These are typical of a regular series of questions which, together with the helpful answers, are being published throughout the UK in local newspapers. Under the title "Ask your chemist," the feature has been created by the NPA, as a public service and as a back-up to the corporate advertising campaign.

Prefaced, "What? Why? When? On medicines, minor ailments and other problems," the series is mailed out with the caveat, "Remember people are different. Some of the answers given above may not be right for you. So *Ask your pharmacist when you need advice.*" The feature is thus spreading the basic message of the campaign. Occasionally a question is included to educate readers about the profession — the fact that pharmacists must study for three or four years for a degree, that they are constrained by the terms of the Medicines Act, and that they do *not* increase the prescription charges and pocket the money.

Each set of questions and answers usually contains four items: two dealing with medical topics, and the other two broaching such subjects as hair care, wine making, perfumes and health foods. The questions are typical of those a customer may actually ask in a pharmacy, and well within the scope of a community pharmacist. However, they are so diverse that no one would expect any one person to know all the answers. The implication is that a professional pharmacist would be able to answer many of these questions. As for the rest, they would know where to look for the answers.

The idea originated from the NPA Press office. Being a compulsive reader of all question-and-answer features that come my way, I could see the possibilities of such a column before the campaign was even launched. Way back in the Summer of 1982, our research, both of members and of the

public, had already shown what we needed to say — so it was just a matter of getting down to it and trying it out. I went through numerous women's and general interest magazines to collect the type of information that could be used for the series. It was — and still is — fascinating work and of course, very educational. I hadn't a clue what the Alexander method was before. Now I know or at least have a notion. And what is all that of roses?

These bits of information are collected and translated into acceptable questions and answers. Some are actual questions that have been passed on from members and from the NPA staff, as well as from friends. More often they are culled from a pile of reference books. Most fruitful are the "Good Housekeeping Family Health Encyclopaedia", a medical dictionary, Pearce's "Anatomy and Physiology for Nurses", the "First-Aid Manual" of the Red Cross, St Johns and St Andrews, Claire Rayner's "Everything Your Doctor would tell you...", even Price's "Textbook of Medicine occasionally. Non-medical items are extracted from a variety of sources which include both magazines and books, eg the "Vogue Guide to Skin Care, Hair Care and Make-up" is particularly useful. Another handy gold-mine of information is just next door — the NPA Training Department. Its

Circulations

	'000s
Birmingham Evening Mail	308
Leeds Weekly News	214
Newcastle Evening Chronicle	168
Canterbury Extra	57
Mourne Observer	14
Progress - in braille -	1

correspondence course for pharmacy assistants covers just about all everyday health and beauty matters on which a customer could possibly have a query.

Having devised each batch of questions and answers, I ask three NPA pharmacists to vet them. The final version, therefore, has to obtain their collective approval. This procedure has been formally adopted; all the material published has to be considered by the head of information, Mrs J. Field, the pharmacist administrator, Mike King, and the director, Tim Astill.

The caveat that people are different and that readers should ask their pharmacist is the final safeguard so that, although the information given is accurate within the limited scope of the question, no one should presume that the answer invariably applies to his or her own particular case.

This meticulous system of checking for accuracy and appropriateness — although quite time-consuming — has proven to be worthwhile. There have been only two complaints in the year and a half since the first of the four-hundred odd questions was printed. One was a complaint from the manufacturer of Terry nappies. Their complaint was taken up by their advertising agency. The facts in the NPA answer are not questioned. They challenged the suggestion that many mothers used disposables because they found them more convenient than Terries. The lady from the agency ran out of arguments when I mentioned that the suggestion was based on my own experience of raising four children!

The second was from a GP who complained to his local newspaper that neither the NPA nor any of its members were qualified to comment on the indications, counter indications, or complications of any medicines whatsoever. No doubt he would have been staunchly against the whole concept of the advertising campaign as well.

The first series was mailed out in July 1983 with a covering letter and a reply-paid card to about 20 of the larger evening papers. The response from this initial mailing was at first disappointingly low, but two papers to accept it immediately were the *Birmingham Evening Mail* and the *Coventry Evening Telegraph*.

Some 200 local papers currently carry the column...

ASK YOUR CHEMIST

WHAT? WHY? WHEN? On medicines, minor ailments and other problems — from the National Pharmaceutical Association

Advice from a chemist

FROM TONSILS TO MIGRAINE

Ask your chemist

ASK YOUR CHEMIST

Ask Your Chemist

Balanced diet that beats malnutrition

ASK YOUR CHEMIST

Ask Your Chemist

Ask Your Chemist

180 Papers Printing the Q & A

Circulation 6 million
Readership 12 million (at least)

This was encouraging for three reasons: firstly acceptance by two papers of standing meant that if the feature was good enough for them it would be good enough for others; secondly, they both decided to use it weekly; and thirdly, their total circulation of about 400,000 signified a readership of at least double that figure. The feature was well and truly launched.

In the months that followed, I secured a list of members of the Association of Free Newspapers and mailed them the feature. The initial mailing was also followed up by phoning the editors personally. By the end of August, 30 papers had returned the pre-paid cards with 20 of them declaring that they wanted to print "Ask your chemist" weekly, six to print monthly and four bi-monthly. In the following weeks the take-up rose gradually to 50 papers.

In May with the aid of *Willings Press Guide*, a major mailing was organised to a further 1,500 papers. The next three to four weeks were quite exciting. May 31 — card back from *Leeds Weekly News* saying 'yes' (and additional circulation of 213,000), June 1, the *Brighton and Hove Gazette* came through (106,000 more) and these were followed by the *Yorkshire Evening Post*, *Southend Standard Recorder* and the *Sheffield Star*. Groups of free papers, such as the *Express* series in the Colchester area and the *Advertiser* series in the Bournemouth area added considerably to the readership. These two groups alone have a circulation of almost 400,000.

Besides the large circulation papers and groups, numerous smaller papers also replied in the affirmative. Special minority papers like the *Jewish Telegraph* in Manchester and *West Indian World* ("the Voice of Black Britain") asked to be included on the mailing list. There are now 180 to 190



— one person in five! —

papers on this list — a telling 7½ per cent response from the broadcast offer.

A continuing task facing the Press office is following up "signed up" papers to find out whether they are in fact using the feature. And if so, whether they are also printing the all-important caveat "people are different ... Ask your pharmacist if ...". A request for one example of how the papers are printing the Q&A resulted in many editors sending specimen copies. Some are sending them weekly. The editor of *Progress*, published by the Royal National Institute for the Blind, said that there was little purpose in sending a complimentary copy as the magazine was in braille!

Frequently, members themselves ask for the standard starter package of four sheets of Q & A and the covering letter. By approaching local papers themselves they have managed to increase the readership considerably. Last month a member from Hull phoned to say that he had seen two examples of the Q & A in the *Hull Daily Mail*. On checking the files, it was found that the paper had not bothered to send in the reply card. A phone call to the editor confirmed that he would like to print the series regularly — a further 117,000 people added to the audience.

The total known circulation of the series is now over six million, plus the readers of a further 65 unknown or unpublished cir-

culations. Each paper is probably read by at least two people, so more than 12 million are reading the Q & A each week.

If an advertising agency were to assess the cash value of such a feature, they would first calculate the average cost per cm of display advertising. By taking this as a starting point the cost of inserting such a feature as an advertisement would be £92 per week per paper. Some papers have been printing the feature for over a year and the latest recruits have displayed it for four months, so the NPA and the profession have now had a total value of at least £500,000 of free "advertising" in less than 18 months.

And in public relations terms the real value of an editorial type advertisement such as the Q & A item is calculated as two-and-a-half times the actual monetary value. So community pharmacists have had more than £1.25m of PR benefit!

Despite this, I prefer looking at this feature not from the monetary value but from the point of view of the real contribution it has made and will continue to make to the overall image of the community pharmacist as a caring and knowledgeable member of the primary healthcare team. Together with the advertisements the feature is showing how a pharmacist may be depended on to help. It is building goodwill towards NPA members through the millions of readers who may be turning to the Q & A weekly from interested curiosity or in the hope of finding the answers to their queries.

The reason it's called "Ask your chemist" and not "Ask your pharmacist" is because it's addressed to the public. And that's still the way that most of them appear to think of pharmacists. But we use "pharmacist" in all the answers. So, slowly but surely, pharmacist will replace chemist.

And the goal for the coming year? 500 papers! This will require pinpointing those areas where the feature is not published, sending the material to papers in those areas and then following-up both by writing and phoning. There are also a few papers who, after running the feature for over a year, have now decided to leave it out for a period. New papers will need to be found to cover the same area. It will be quite an undertaking and will need a concerted effort. My final plea to C&D's readers is: "Please help." If we can have the feature printed throughout all the UK, just think of the effect — for pharmacists!

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Chemist & Druggist 15/22/29 December 1984

Have you noticed that your sparkle's going?

Over the past few months sales of sparkling Redoxon, and Vitamin C, have increased so dramatically that they now account for 77% of consumer sales.*

Subsequently, your stocks may not be as high as you think.

And with the cold winter season fast approaching, demand is sure to be even higher.

So, don't be caught without a sparkle, order your special bonus packs now.

I am interested in your free pack of promoted lines.
Please ask your representative to call.

Name _____

Company _____

Address _____

Tel No. _____

Redoxon

Roche Products Ltd,

FREEPOST, Welwyn Garden City, Herts., AL7 3BR.

ROCHE

*Source: Nielsen.

Redoxon is a trade mark. No J720205.

No objection by Society to benzodiazepine proposal

The Pharmaceutical Society is not to object to a proposal that could make the unauthorised possession of benzodiazepines a punishable offence.

The proposal arises from the UK's decision to ratify the United Nations Convention on Psychotropic Substances 1971. Most of the requirements are already covered by existing legislation but tighter control will be required on glutethimide, pentazocine, ethchlorvynol, ethinamate, mazindol, meprobamate, methyprylon, phentermine, lefetamine and 33 benzodiazepines.

At this month's meeting of Council, the Legislation Committee considered a Home Office consultation letter asking whether unauthorised possession for personal consumption should be made a punishable offence. In raising no objections, the

Committee appreciated the difficulty in enforcement in differentiating between unlawful possession of reasonable quantities for personal use and unlawful possession for the purposes of supply. But it also noted the potential dangers of benzodiazepines and the present misuse.

The Committee also considered a proposed new schedule to the Misuse of Drugs Regulations, and decided to await proposals from the Advisory Council.

The Committee agreed to seek clarification as to the position of NHS prescriptions under proposals relating to record-keeping requirements.

It was proposed to replace Schedule 2 to the Misuse of Drugs Act and the Misuse of Drugs Regulations with new instruments, and Council agreed that the need for consultation on any new Regulations should be expressed to the Home Office.

When medicine samples are unethical.
The Ethics Committee did not object to promotional packs containing a larger than normal quantity of product for the normal price, because the extra quantity was unlikely to encourage patients to buy something they did not want or to buy more than they needed.

However, the Committee recommended that objection should be taken to promotions in which a pack of medicine had a sample of a different medicine attached, because the patient was being offered a medicine which had not been requested. The Committee also objected to the promotion of medicines with free gifts, because the practice was contrary to the Code of Ethics. Council accepted the three recommendations.

Concern on folic acid. Concern is to be expressed to the Department of Health at its decision not to take any action on unlicensed vitamin preparations containing a high dosage of folic acid.

The Department has replied to a letter from the Society drawing attention to the fact that two unlicensed dietary supplement preparations, Quest Multi B

Congratulations

AMFIPEN SPRING HOLIDAY QUIZ

1st prize A week in Rome for Two
Mr W Smith, Sedgefield

2nd prize A weekend in Paris for Two —
Mr C J Brant, Westcliff-on-Sea

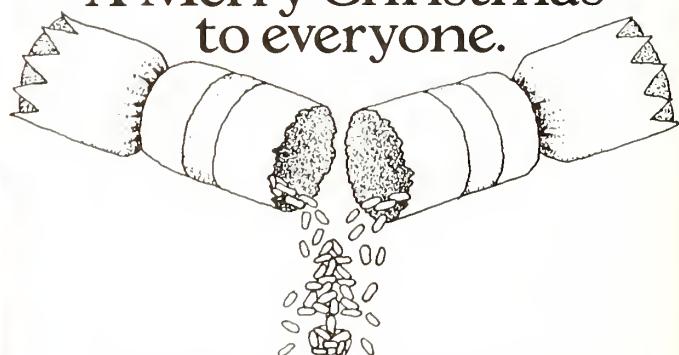


A bottle of champagne to the runners-up:—
Mr A Hickson, Esh Winning.
Mr D J Blake, Hove.
Mr S J Smyth, Antrim.
Mr W D O'Donoghue, Maidstone.
Mr A Gilroy, Annfield Plain.
Mr McFarland, Belfast.
Mr T Baird, Saintfield.
Mr L Dodds, Blackpool.
Mr A C Patel, Eastleigh.
Mr J Donaldson, Newry.

Correct answer:
22,685 bottles Amfipen
125mg syrup.

Winners have been notified
Brocades I Great Britain I Limited
Brocades House, Pyrford Road, West Byfleet, Surrey

A Merry Christmas to everyone.



This year Contac 400 are sending their Christmas Card fund to charity.

Fisons plc

Pharmaceutical Division, 12 Derby Road, Loughborough, Leics LE11 0BB.

Announce that with effect from January 1985:—

'Intal' Plain 50's and 'Intal' Compound 50's will no longer be available as the average prescription size for 'Intal' Plain and 'Intal' Compound is 100 Spincaps.

The 'Intal' Plain 100's and 'Intal' Compound 100's will continue to be readily available in a new plastic container.

The flexibility of the packaging remains, as there will still be two containers of 50 Spincaps in each 100 outer.

and Quest Mega B, contained high levels of folic acid. The Law Committee was concerned because folic acid could mask diseases such as anaemias. The Department had concluded that, on the evidence available, the risks posed by the over-consumption of vitamins, minerals and other substances marketed as food supplements did not justify any action under the Medicine Act 1968.

Opposition to limited list. Council decided that a letter should be sent to the Minister for Health opposing the proposals in principle. If, however, there was no alternative, the Council knew that the Government would wish to discuss them, together with the means by which disadvantaged patients who were exempt from prescription charges might obtain adequate treatment.

Symbol on carrier bags. The use of the Society's green cross symbol without the word "pharmacy" is to be permitted on carrier bags, Council decided.

Tests on CRCs. The British Standards Institution is to be informed that the Society has reservations about a proposed "elderly adult test" in a draft revision of the standard for child-resistant containers (BS 5321). The BSI will also be informed there is a need for a strip and blister packaging standard, because of the swing towards such packaging with the growth of original pack dispensing.

The major change in the draft revision of BS 5321 was the introduction of a sequential testing method using fewer participants. The proposed test appeared unsatisfactory because it was to be carried out on adults aged 60 to 75 with no obvious physical or mental handicap, and who therefore could not be truly representative of their peers.

CRCs for household products. The Society is to recommend to the Department of Trade and Industry that the household and garden products for which CRCs will have to be used should be

specified by ingredient rather than category of use.

Medicines on Prestel. The Society is to ask for amendments to a proposed "home doctor service" to be made available through Prestel.

It was reported to the Practice Committee that under the proposed scheme a viewer would be taken through a flowchart which, if there was a symptom capable of being relieved by the purchase of a medicine, would conclude with advice that the patient should consult a pharmacist. There would appear on the screen the names of appropriate products which were also advertised on separate pages.

The Committee was unhappy with the proposal because there was no professional judgment on the products mentioned, their inclusion relying simply on the company's ability to pay. It was agreed that an approach should be made asking for deletion of references to products at that stage. The Committee agreed that no objection would be raised to the principle of the service, provided the Society's reservations were accommodated.

The Committee also noted that it was intended to include prescribable medicines in the service. The Association of the British Pharmaceutical Industry had advised member companies not to participate as they would breach the ABPI code of practice.

Labelling of homoeopathic medicines. The Society is to suggest that all homoeopathic medicines should be labelled with the words "homoeopathic remedy" and that generic medicines should be labelled with the name of the original manufacturer as well as the distributor. In its comments on the proposal that all medicinal products should be labelled with an expiry date, the Society will also ask for clarification as to whether the use of expiry dates will extend



Pharmacist Paul Balcombe (centre), managing director of Paul Andrew (Chemists) Ltd, of Station Parade, Barking, has won a £2,000 Florida holiday in the first phase of Farley Health Product's Winter OTC promotion. Farley's Essex salesman, Peter Fenn (left) and London area manager Derek Mercer, presented the prize.

to "dispensed medicines", as defined in the Labelling Regulations.

Family planning action. The Society is to send a representative to attend the first meeting of a "joint action committee for families and family planning", on January 15, 1985. The committee has the aim of increasing awareness of the importance of family well-being and the part played by family planning in promoting this.

BPSA grant increased. The Society is to increase the capitation grant paid to the British Pharmaceutical Students Association from £1 to £1.50 per head, to match an increase in membership fees.

Drugs in animals used for food. The Society is to advise the Ministry of Agriculture that proposed standard withdrawal periods for products indicated for use in food producing animals may not always be long enough, especially where slow release preparations are concerned.

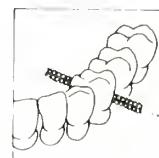
Advice on merchant's registration. A sub-committee of the Law Committee is to be established to advise on matters relating to the register of merchants and saddlers to be kept from January 1.

Confidentiality of records. The Society is to recommend that an NHS code of practice being prepared to supplement the provisions of the Data Protection Act 1984 should cover manual records as well as automatically processed data.

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East Sussex FPC rapped over Crowborough

The Health Service Ombudsman has upheld three of the four complaints made by Safeway's superintendent pharmacist, Mr David Horbury, against East Sussex Family Practitioner Committee over his application to open a supermarket pharmacy in Crowborough earlier this year.

Mr Horbury informed the FPC of his intentions to open a pharmacy in the following April in a letter sent on November 25, 1983. The FPC sent him an application form and documentation on December 5, which he returned on February 7. On February 14, the FPC informed him the application was being held back pending a rurality decision by the dispensing subcommittee.

On March 16, the FPC notified Mr Horbury the DSC had deemed Crowborough rural character, and as a controlled locality, comments from interested parties would have to be submitted to the Rural Dispensing Committee for a decision. Mr Horbury responded on March 28 with a number of points in support of his application.

The supermarket opened on April 16, unable to dispense NHS prescriptions. The RDC approved Safeway's application on May 24 but an appeal was lodged with the Secretary for Social Services. This was dismissed in due course and the pharmacy was included in the pharmaceutical list from September 18.

Mr Horbury complained that:

1. The FPC failed to inform him of the possibility of the Crowborough area becoming a controlled locality, and they made no effort to get a decision on the matter until mid-March
2. The FPC should have sent the company's application to the RDC in February because the area had been designated rural in character since before April 1, 1983
3. The FPC's letter of February 14 contained inaccurate information.
4. The FPC failed to send his comments in his letter of March 28 to the RDC.

All but the second complaint has been upheld by the Ombudsman. In his report he says, that, in view of the circumstances, the standard letter sent by the FPC on December 5 was "wholly inadequate". He also finds it maladministrative that the facts of the application were not brought to the

attention of the DSC in time for their meeting on February 8, when he feels it is likely a decision could have been made.

The Ombudsman agrees that the letter of February 14 contained inaccurate information. With regard to the final complaint he says discrepancies were revealed between the action taken by the FPC and the action that they were required to take according to a DHSS memorandum. His investigation revealed no evidence that any of the failures were deliberate. "In my view they were the result of ineptitude on the part of the FPC staff involved."

Mr Horbury says he is pleased with the Ombudsman's findings. "The whole purpose my complaint was to bring to everyone's attention not only the compounding of errors which became frustrating and worrying, but also to point out the complexities of the Regulations and the pitfalls that abound for the unwary."

"It is a great pity that it was beyond the remit of the Commissioner to look again at the Regulations so that some definition of the term "rural" could be attempted — the Regulations were never intended to include places like Crowborough, with a population of approximately 20,000 within a mile of the centre. It does seem strange and unfair that places with the same population density and similar characteristics can be "rural" in one part of England and Wales and "urban" if located in another."

Mr Horbury feels the DSC decision to designate the majority of the county a rural area was an "abdication of their duty".

"They appear to have transferred all their authority to the RDC who now have the responsibility for making decisions for them in every case. This is not the purpose of the RDC. If every FPC shifted their responsibility in the same way the RDC would become swamped with work."

The Clothier Regulations should have stated a date by which all areas had to have their rurality status defined, he feels. Delays in obtaining a contract are excessive in such cases. Blanket decisions also give doctors an opportunity to dispense, which they would not have had before the Regulations.

Mr Horbury acknowledges that the delay in obtaining an NHS contract for Crowborough were expensive in terms of money and goodwill, but says he has decided against legal action to seek compensation. "Goodwill of the customer could never be recovered through the courts."

If an independent pharmacist had experienced the same delays, he would probably be bankrupt, he says. "There are lessons here for everyone."

NI dealer fined for POM sales

A fine of £500 was imposed at Lisburn on a dealer found guilty of offering Prescription-only medicines for retail sale.

Mr S. Nelson of Upper Ballinderry, Lisburn, co Antrim, offered the medicines for sale from a van. He was also found guilty of possession of veterinary medicines knowing them to be illegally imported.

Altogether, Mr Nelson faced seven charges under the Medicines Act 1968.

The defendant had earlier been required by Customs and Excise to pay £1,000 for restoration of the van involved in the offence as well as having veterinary medicines worth £1,171 seized.

'Any Questions' on limited list

Radio 4's "Any Questions" last week visited May & Baker's headquarters in Dagenham — and the Government's limited list was one of the subjects to be discussed.

Labour MP Jack Straw came out against Norman Fowler's current proposals, while admitting the question was a difficult one for his party.

Labour was in favour of cutting wasteful expenditure on the drugs bill, he said — and would want that money to go elsewhere in the health service. "I think a lot of doctors have not been very discriminating when it comes to the drugs they prescribe. In many ways I think the medical profession have brought this on themselves."

He would rather have seen a list drawn up in consultation with the profession, even though this would take more time to organise.

Jill Knight, Tory MP for Edgbaston, replied by pointing out that, of the 17,000 drugs currently available on the NHS, only 1,000 would be "banned" by the list. "No-one need fear that the help of their doctor and pharmacist will not be available" she said.

Many of the drugs prescribed through the NHS — perhaps even half — were simply left to languish in people's private medicine cabinets. "Surely to goodness we must spend all the money that's to be spent on the health service in the best possible way".

PSNI in joint discussions on limited list

The Pharmaceutical Society of Northern Ireland is to consult with the Ulster Chemists Association and the Pharmaceutical Contractors Committee about the Department of Health's "limited list" proposals.

At its November meeting, the Council decided on consultations through the joint committee so that a comprehensive reply could be sent on behalf of the profession to the Department.

The president, Dr J.G. Swanton, conveyed Council's sincere congratulations to Professor Ron Grigg on being awarded the 1985-86 Tilden Lectureship by the Royal Society of Chemistry.

The president welcomed Mr Justin P. Beagon who was attending his first Council meeting.

On the motion of Mr O'Rourke, seconded by Mr Kerr, the application of Dr David J. Temple for registration as a Pharmaceutical Chemist under the reciprocal agreement between the Northern Ireland and Great Britain Societies was granted.

The application for Mr T. Connolly to employ pharmacy graduates for pre-registration training was granted on the motion of Mr G. E. McIlhagger, seconded by Mr J. P. Beagon.

The following notice of motion was accepted by the Council:

"That the names of those members and students of the Pharmaceutical Society of Northern Ireland who have not paid the retention fee for the current year be removed from the appropriate Register with effect from December 10, 1984."

During discussion of the motion, the secretary (Mr Lawson) was asked to remind members that if they were employing a new or unknown pharmacist they should check with the Society to confirm that the proposed employee is on the Register.

Boost for NPA campaign

The "Ask your pharmacist" campaign got a boost this week in *The Guardian*.

Writing in the "Society Tomorrow" section, Jo Myers, a former chemist assistant, detailed a number of queries she had received during her time behind the counter. Many people, she says have a genuine fear of going to their doctors and prefer to take the advice of friends, chemist shop assistants and health articles.

She concludes that a good way of judging whether a doctor's advice is needed is to visit the chemist.

"But don't ask the assistant for a medical opinion if you feel that's what you need."

Ask the pharmacist. He may very well be able to identify your problem and to recommend a remedy available without a prescription. He may recommend that you see a doctor. If he does, do so."

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LT 09.42	XY 19.39	LT 13.09
	XY 06.39	

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Winners will be confirmed by post and prize cheques will be despatched direct to the address shown on the counterfoil.

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Using the space-saving advantages of road-hugging front wheel drive and a power choice of 1.6 or 2.0 litres, this car drives like a dream.

Montego Estate leads the competition with a remarkable balance of economy and performance.

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But let one of our dealers tell you so much more when you take a test drive in the new Austin Montego Estate. In the country or in the town. But certainly in style.

AUSTIN MONTEGO ESTATE
DRIVING AT ITS BEST

CHRISTMAS QUIZ

Who, What, When, Where and Why?

Christmas is a time for looking back over the past year and reflecting on its ups and downs. C&D has done just that this year, and a search of our back issues produced this Christmas quiz. Covering all sections of the magazine, it's your chance to see if the trials and tribulations — not to mention trivia — of the profession have really stayed with you.

- 1) Alphabet soup: You know what PSGB and NPA stand for, but can you put names and aims to these other organisations? RDC, RPA, NFSESB, USDAW, NAS, ARC, CTPA, ANA, SHHD.
- 2) Who did the NPA go to for advice when preparing their advertising campaign?
- 3) Emeke Nwajiobi is qualified as a pharmacist, but how does he currently earn his living?
- 4) Who says all independent pharmacies should join his organisation, and that his rivals "divide and emasculate" the profession?
- 5) You may have been keeping C&D's new "OTC Update" features — but who writes them and what was his first subject?
- 6) "It had to be greasy and slightly oily. It also had to vanish without leaving the skin sticky". What on earth is pharmacist Peter Pratt talking about, and what's the connection with Los Angeles?
- 7) Name the daily newspaper which featured front page stories on "Killer Drugs" and a "Drugs Rip Off"?
- 8) Krayser's cat made several appearances in his column this year. Can you put a name to the beast?

9) Which Max Factor hair range attracted Dallas's Victoria Principal across the Atlantic?

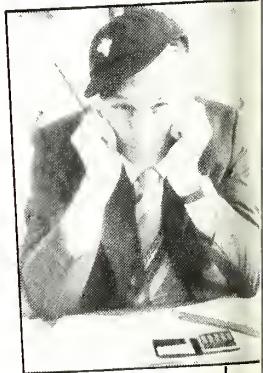
- 10) The word "tabloid" was 100 years old in March — who made it part of the language?
- 11) Why was Mrs Constance O'Flinn, who recently celebrated 50 years in pharmacy, in danger of leaving the profession with a bang?
- 12) Which wholesaler went into the magazine business this May, and can you name the four ladies adorning the first issue's cover?
- 13) What was variously expected in May, September and October, but didn't eventually emerge until last month?

- 14) How many voted in the last Council elections — to the nearest 500?
- 15) A middle-aged lady and a young lad — who's the more likely shoplifter, and who says so?
- 16) How did Elaine Horton's counter training help hasten a wedding?
- 17) Who makes the alarm clock you can shout at?
- 18) Who actually unveiled the logo, and what job has he just left?
- 19) C&D went on television in September. How?
- 20) Who clocked-up 1,500 months service in September?
- 21) Who won C&D's practice research medal at BPC — and what was his subject?
- 22) Arthur Hailey turned his attention to the pharmaceutical industry for his latest blockbuster. What was the book called?

23) Danger Mouse met Bananaman on our pages in October. What was the subject under discussion, and how does Jim Henson fit in?

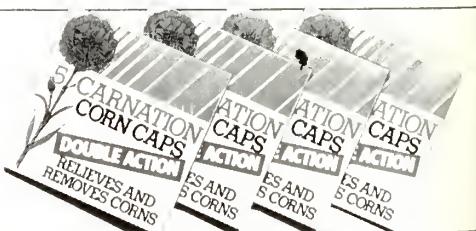
- 24) Who tried to mix mustard with shoe polish, and did they succeed?
- 25) Safeway's ninth pharmacy opened without a dispensing contract — but where?
- 26) Who was willing to spend £12,000 on making their members' cross?
- 27) This particular health expert ministered to the needs of both ourselves and the *Pharmaceutical Journal* within the space of a fortnight. Who is he?
- 28) Which pharmacist sped to victory in a major London sporting event and finished third in a similar one across the Atlantic?

29) "Unibond is all very well, but an ABTA bond is even better". Who's speaking and what's he talking about?



- 30) Who still hasn't got a helicopter, but does his best to make shops fit for trading?
- 31) Who offered a prayer for counsel in September?
- 32) How did the banks go about bringing a new dimension to card security?
- 33) For which permanently prepared company did Silver follow Gold and Blue?
- 34) Who was planting trees with increasing Frequency in March?
- 35) Which university gave us the Apothecaries of Kazoo?
- 36) What subject had Theo Thynne close to breathing his last in May?
- 37) Sir James Cleminson was elected chairman of the CBI in June. What's his "day job"?
- 38) ICI sold Goya in June. Who to?
- 39) C&D is currently edited by John Skelton, but who was the very first editor?
- 40) Where would a stomach complaint be treated with beef and hairy amomum?

Answers on page 1090



CARNATION

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List will give pharmacists greater role say Vestric

The DHSS limited list will lead to a greater role for pharmacists, according to Vestric managing director Peter Worling.

"For those who pay prescription charges, the decision whether to go to the GP to be prescribed a generic preparation which could be bought cheaper at the pharmacy will more frequently be in favour of the chemist" he told the company's recent OTC suppliers conference.

"The community pharmacist will develop his role as the first-line healthcare professional."

Instead of middle-aged men going to the doctor, and having their wives take the prescription to the chemist, the trend will be for them to go direct to the pharmacy, he argued.

"There will be growth of own-label and pharmacy-only products. Surveys in

America show that more customers visit the drug store to buy own-label products than for any other reason. These are now recognised as quality products not cheap substitutes."

Mr Worling went on to predict a tightening-up of the UK wholesaler network. "Frankly, based on experience, OTC products can be handled efficiently by no more than 20 decent-sized warehouses strategically placed up and down the country. And the whole question of whether the market is best served by the present system where OTC products and ethical pharmaceuticals are lumped together in most warehouses is questionable."

Vestric now stock their OTC range in four self-contained distribution centres, with ethical goods going through their 19 branches. "This is the way we are going to go, and we invite you to join us" said Mr Worling.

Sunday openers defy the law

The National Association of Independent Retailers is urging small shopkeepers to complain to local authorities if large stores in their area open on Sundays.

Councils would then have to act against offenders, says NAIR chief executive Bill Banning.

Several stores in London's Oxford Street opened last Sunday, and seemed to do good business. Boots, however, did not open and say they remain opposed to the principle of Sunday trading, although they will continue to keep an eye on the competition.

Debenhams, who have announced they plan to open 68 of their stores on the two Sundays before Christmas, face legal action from Labour-controlled local authorities such as Oxford and Derby.

Oxford threaten a fine, which would be subject to a maximum of £1,000. But Derby are looking for an injunction to prevent Debenhams opening. Breaking such an injunction would amount to contempt, and leave Debenhams open to a much higher penalty. Other councils say they may follow this example.

Prime Minister Margaret Thatcher, speaking in the House of Commons last

week, condemned such law-breaking. "The law must be obeyed until it has been changed by Parliament," she said.

This followed an earlier call from Shadow Home Secretary Gerald Kaufman, who challenged the PM to break her silence on the subject.

Tory Party chairman John Selwyn Gummer has also spoken out against this "casual disregard for the law".

Kimberly-Clark hit by sit-in

A sit-in at Kimberly-Clark's Larkfield mill has brought production there to a standstill.

The unofficial dispute involves 360 SOGAT members in the company's wadding and warehousing operation's and centres on manning levels. Supplies for conversions have dried up, leading to Kimberly-Clark laying off employees in the division.

The company says there should be no problem in supplying their customers from stock for at least two or three weeks, and point out that they also have a mill at Prudhoe, near Newcastle-on-Tyne.

It is hoped to begin talks with the striking workers as soon as possible so the dispute can be brought into procedure.

Unichem update

Unichem have begun installation of a new £1m mainframe computer at their head office in Chessington.

David Walker, management services director, says the investment is necessary to cope with increased business and the forecast growth from Unibond in 1985.

"We are already handling more than 300,000 order lines a day — principally from our direct in-pharmacy systems" he adds. "The additional capacity of the new computer will also enable us to introduce new services and facilities for our members."



Bristol Myers have won Vestric's third annual "supplier of the year" award. National accounts manager Patrick Johnson is seen here accepting the commemorative shield from Vestric's Peter Worling, at the company's OTC suppliers conference

Expansion for generics co

Rusco Pharmaceuticals have opened an 11,000 sq ft warehouse at their Biggleswade plant.

Rusco said the development comes at the end of a boom year for the company. Marketing and sales development manager Jim Wardlaw said that 1985 could be even better, particularly in view of the Government's "limited list" proposals. If implemented, said Mr Wardlaw, they will have a positive effect on Rusco's expanding chemist wholesale and own-label business, as the company is licensed to produce many of the generic replacements.

Mr Wardlaw added that Rusco's volume sales are up 30 per cent on last year and export sales have doubled.

ICI to stay on at Millbank

ICI, who have been looking for a new site for their London headquarters for the past two years, have decided to stay at Millbank after all.

They do, however, plan an "ambitious and imaginative" refurbishment of the 60 year old building.

Since October 1982, the company has looked at over 100 buildings or sites in central London, but none were found suitable.

Now they plan to divide IC House into separate buildings. The South block will become the headquarters they hope will take them well into the 21st Century, while the rest is sold or leased. Work should start in late 1985, and take at least two years to complete.

Fuji tennis

Fuji are sponsoring the World doubles tennis championship, to be held at the Royal Albert Hall early next month.

The company were also official film supplier for the 1984 Olympic Games, and plan to sponsor the 1986 World Cup.

Fuji say most of the world's leading doubles players have already signed up for the event — including current champions such as Paval Slozil and Thomas Smid.



Lord Ennals recently became the first Labour peer to visit Unichem's head office in Chessington, Surrey. He is seen here examining the company's new Lifeline brochure with managing director Peter Dodd

Compensation payments up

Maximum weekly pay, used in the calculation of unfair dismissal and redundancy payments, has been increased from £145 to £152.

This follows the Department of Employment's annual review of penalties applying under employment protection legislation.

Compensation for unfair dismissal for trade union membership or non-membership of a union under a closed shop arrangement will also be increased on April 1 — for the first time. Maximums applying here will then range between £2,100 (£2,000) to £21,000 (£20,000), depending on whether reinstatement is sought.

The limit for unfair dismissal arising from sex or racial discrimination rises from £7,500 to £8,000.

Bassett buy Ernest Jackson

Bassett Food have bought Ernest Jackson in an exchange of shares which values Jackson's at £2.3m.

In the year ended June 30, Bassett say Jackson's had pre-tax profits of £330,000 and net assets of £1.063m.

Bev Stokes, Bassett's chief executive, explains: "We are delighted; Jackson's products are complementary to our range and we share a common philosophy and background." For Jackson's, marketing and sales director Ralph Hamer says: "Our sales operation and our strong association with the chemist trade will remain unchanged. We will continue to operate with a wide degree of autonomy and the present directors will remain on the board."

Retail sales

The Department of Trade & Industry's October retail sales index (1980 = 100) shows a year-on-year rise of 13 per cent to 142 for dispensing chemists (NHS receipts are excluded). The figure for all businesses rose 8 per cent to 140.

Pako are dropping out of photo-finishing manufacture. They want to concentrate on mini-labs and graphic arts equipment. A new company, D&F Equipment, has been set-up to provide service and parts for existing Pako machinery. D&F will be headed by Frank Kelly, formerly European operations director at Pako.

ANSWERS TO QUIZ

(1) Rural Dispensing Committee, Rural Pharmacists' Association, National Federation of Self Employed and Small Businesses, Union of Shop, Distributive and Allied Workers, Nappy Advisory Service, Association of Retail Chemists, Cosmetic Toiletry and Perfumery Association, Article Numbering Association, Scottish Home and Health Department. (2) Beam Advertising (3) He plays professional football with Luton Town FC. (4) Unichem managing director Peter Dodd (5) The series is written by Dr Alan Li Wan Po, who chose ibuprofen as his first topic. (6) He was talking about the muscle relaxant cream he'd made for Britain's Olympic athletes, who took it to the Los Angeles games with them. (7) *The Daily Mail* (8) File (9) Jhrumack (10) Sir Henry Wellcome, who needed a name for his compressed powder products in the late 1800s. (11) Because our picture showed her about to crush potassium chloride, as an alert reader called to let us know. (12) Vestric, who launched "First Lady" with a cover featuring the Princess of Wales, Nanette Newman, Jane Torvill and Lynsey de Paul. (13) The Home Office committee of inquiry report on Sunday trading. (14) 9,500 — 9,274 to be exact. (15) The young lad. The typical shoplifter is both young and male, according to the National Association for the Care and Resettlement of Offenders. (16) It won her C&D's assistant of the year competition, and she'd promised she'd marry her boyfriend if she came out on top. (17) Braun. (18) Sir Hugh Casson, who has just retired as director of the Royal Academy. (19) C&D began a Prestel data service. (20) C&D did, with our 125th anniversary. (21) Alan Rogers, MPS, who spoke on aerosol inhaler techniques. (22) "Strong Medicine". (23) Character merchandising, a feature which also looked at Fraggle Rock characters, created by Muppet mastermind Jim Henson. (24) Reckitt & Colman, when they tried to take-over Nicholas Kiwi. The attempt failed though. (25) Crowborough, in East Sussex. (26) The Society — that was the sum they allocated for design of a logo. (27) Health Minister Kenneth Clarke. (28) Charlie Spedding, qualified as a pharmacist, and winner of the 1984 London Marathon. He didn't do too badly at the Los Angeles Olympics, either. (29) The pharmacist in C&D's regular cartoon, believed to be safely home from Unichem's Portugal conference after the airline they were using went bust at the last minute. (30) Eric Fortune, head of the NPA's design department. (31) Society president Dr Hopkin Maddock offered a prayer for perfection after BPC. (32) They introduced a 3D hologram on cheque and credit cards. (33) Ever Ready, who added Silver Seal to their range in August. (34) L'Oréal, as part of an on-pack offer on their Frequence shampoo. (35) The University of Aston at Birmingham. (36) Oxygen delivery, and BOC's near-monopoly. (37) Chairman of Reckitt & Colman. (38) Beauty International Fragrances — parent company to Coty. (39) Major William Vaughan Morgan. (40) Tienjin, China, where the local healthfood shop runs an associated restaurant.

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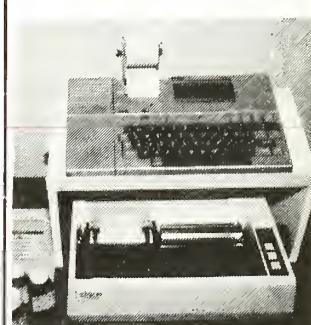


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Arthur Trotman to retire

The Board of directors of Independent Chemists Marketing Ltd has agreed to Arthur Trotman's request to take early retirement, on March 31, 1985.

Trevor Dixon, who recently joined ICML as Numark development manager, will be appointed chief executive as from April 1985, responsible to the Board for commercial operations.

Mr Trotman joined the (then) National Pharmaceutical Union as chief executive of NPU Marketing in November 1971, and during the following year was appointed managing director of NPUM and invited to serve as a director of NPU Holdings.

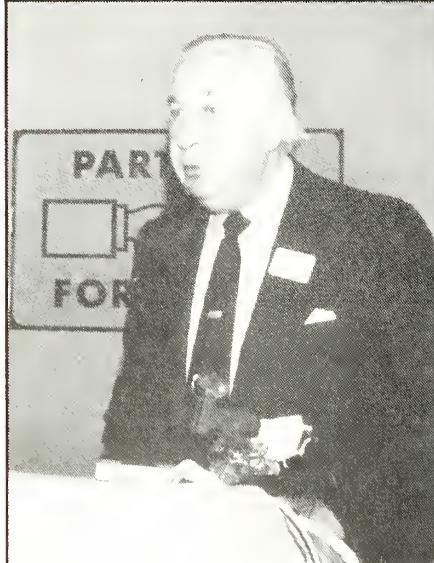
It was under his control that the very first UK voluntary trading group for independent chemists was created. It fought the loss of chemist OTC sales and market share by bringing together members' combined OTC buying power and by building promotional, advertising and merchandising support services.

Arthur Trotman quickly became known to UK retail pharmacists when, with David Sharpe (then chairman of NPUM), he conducted a series of member meetings throughout the country detailing the NPU plan for a "voluntary trading organisation for chemists". Overwhelming member support lead to the formation of Independent Chemists Marketing Ltd in 1972, a company which has gone from strength to strength, says the Board.

As managing director of ICML and NPUM, Mr Trotman has been a driving force behind the successful growth of the Numark Chemist Group, which embraces 2350 Numark chemists. There are 15 wholesale chemist companies, whose combined sales in 1983 totalled £480m. ICML has developed OTC sales in excess of £100m.

The directors of ICML wish to record their recognition and appreciation of Arthur Trotman's untiring enthusiasm and dedication which have played an important part in the growth of the Numark Chemist Group, and wish him happiness in retirement.

Mr Trotman told *C&D* that, although he has chosen to take early retirement he does not expect it to be "a quiet one". He said that having got Numark up and running, there was much more to do in terms of building and developing it. "ICML has reached a good level and it's



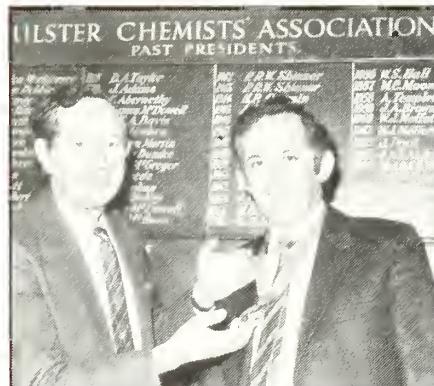
Mr Trotman speaking at ICML's 1983 "Partners in Profit" conference

time to move on."

Earlier this year the National Pharmaceutical Association amicably ended its formal links with Numark when NPU Holding was wound up and the Association's 50 per cent share taken up by IMCL member wholesalers. NPA director Tim Astill told *C&D*: "His energy and dynamism, coupled with his ability to bring together independent business enterprises, will be sadly missed.

"He arrived on the pharmacy scene at exactly the right time. It was through his drive and determination against considerable odds that the Numark Group and IMCL got off the ground at all. His injection of the notion of low-cost distribution revolutionised the wholesaling of OTC merchandise through pharmacies — an idea that was quickly followed by ICML competitors.

"Arthur Trotman will be very difficult to replace," Mr Astill said.



Mr Terence Hannawin was installed as president of the Ulster Chemists' Association by the outgoing president Mr Tom McClure, on December 4. Mr Hannawin qualified in 1967 and entered retail pharmacy in Luton, Bedfordshire, as superintendent to C&H (Barton) Ltd. In 1971 he returned to the family pharmacy in Ballynahinch, co Down

DEATHS

Lacey: Kenneth Kirkland Lacey, DSC, VRD, on November 30 at New Hall Hospital, Salisbury.

Mr J. Wright (former NPA Director) writes:

Kenneth Lacey had a long association with the National Pharmaceutical Association (before that the NPU) before he retired from active practice as a solicitor and went to live in semi-retirement in Alderney.

I first met him in 1948. He had joined his father as a partner in the firm Lamartine, Yates & Lacey which had acted as legal adviser to the NPU since shortly after its inception in 1921. During the war he had distinguished commissioned service in the Navy.

The many members who bought their businesses through the NPA Business Purchase & Guarantee Fund will remember Kenneth as a charming and courteous man who, over the years, had acquired an invaluable knowledge of the legal problems that could face members in retail pharmacy. And others have welcomed the sound legal advice that he gave on difficult problems arising in their businesses.

After his retirement from the firm, Kenneth became Clerk of the Court in Alderney, a post he held until ill health forced him to retire completely in 1981.

Tim Astill, the NPA Director, and the NPA Board of Management join me in expressing our sympathies to his wife and family.

APPOINTMENTS

Searle Consumer Products: Laurence Callow becomes product manager for Canderel.

David Anthony Pharmaceuticals Ltd: John Latham becomes sales and marketing manager. He joins the company from Pharmax.

Phamagen Ltd: Alan Sherpherd, for the past couple of years marketing and sales controller at the company's head office in Runcorn, has been promoted to marketing and operations manager with control of the new warehouse operation at Perry Bar, Birmingham.

Woods of Windsor Ltd: Thomas Hoare joins the company as marketing manager. His past experience includes seven years with Yardley. Ingrid Meager becomes export manager. She previously worked for Reckitt & Colman.

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Suppliers of the "Dormel" Infant Miniature Feeder & Spare Latex Teats for well over 50 years — obtainable from the majority of Chemist Wholesalers

Orders (wholesale only) and enquiries to
John Dowell & Sons Ltd, c/o R. Higgs, 264 St Barnabas Road,
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For blocked passages, congested shops and bunged-up tills.

Mu-Cron.

To be taken in large quantities to relieve the effects of nationally televised spots and of hyperpublicity causing abnormal sales.

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